



TELEVISION NEWS

March 3, 1958

'THE SUBJECT IS JAZZ'--WITH NOTED EXPERTS AND PERFORMERS--
TO START AS PART OF NBC EDUCATIONAL TV PROJECT MARCH 26

Duke Ellington, Benny Goodman and Wilbur de Paris are among the noted jazz musicians who will take part in "The Subject Is Jazz," a program series to be presented by the NBC Educational Television Project in partnership with the Educational Television and Radio Center, at Ann Arbor, Mich., starting Wednesday, March 26.

The program, the first live TV series to be devoted to jazz, will be one of three 13-week program series to be sent out live to the country's interconnected TV stations over NBC's regular network facilities this Spring. Many NBC affiliated stations will carry one, two, or all three of the program series on a delayed basis by kinescope.

Gilbert Seldes, well-known writer and commentator on the popular arts, will be weekly host on the program, which will be telecast Wednesdays from 6 to 6:30 p.m., EST, starting March 26. Dr. Marshall Stearns and Leonard Feather, both noted experts in the field, will serve as program consultants. Stearns, an associate professor of English literature at Hunter College, New York City, is author of "The Story of Jazz" and founder and executive director of the Institute of Jazz Studies in New York. Feather is author of "The Book of Jazz" and the monumental "Encyclopedia of Jazz."

(more)

The jazz-playing combination to be featured on each session will be made up of Billy Taylor, piano; Osie Johnson, drums; Eddie Safransky, bass; Mundell Lowe, guitar, and Tony Scott, clarinet and saxophone.

Most of the shows will have as guest a noted musician or jazz authority. In addition to Goodman, Ellington and de Paris, the on-camera visitors will include Dr. Harold Taylor, president of Sarah Lawrence College, Bronxville, N.Y.; Willis Conover, of the Voice of America; Jimmy Rushing, blues singer; Stearns and Feather.

George Norford will produce the program, and Lynwood King will be the director. The NBC Educational Television Project is under the overall supervision of Edward Stanley, NBC Director of Public Affairs. Brice Howard is executive producer.

As outlined by Norford, the program will have as its aim to analyze the music by which the U.S. has -- in Gilbert Seldes' words -- made its "first artistic conquest of the world" and to present the facts about its past, present and probable future.

"What Is Jazz?" will be the theme of the first session (March 26). Subsequent shows will deal, in turn, with its performance (April 2), blues (April 9), ragtime (April 16), early jazz (April 23), swing (April 30), bop (May 7), cool (May 14), jazz and the other arts (May 21), dominant voices (May 28), international significance (June 4), the future of jazz (June 11) and a subject to be announced (June 18).

-----o-----

NBC-New York, 3/3/58



NBC COLOR TELEVISION NEWS

March 3, 1958

TENNESSEE WILLIAMS TO APPEAR ON 'KRAFT' COLORCAST OF THREE OF HIS ONE-ACT PLAYS APRIL 16

Tennessee Williams, one of the leading playwrights of the modern American theatre, will make one of his rare television appearances on the KRAFT TELEVISION THEATRE colorcast of Wednesday, April 16. (NBC-TV, 9-10 p.m., EST).

Williams will introduce "Three by Tennessee," a trio of his one-act plays.

"Three by Tennessee," described as vignettes or character studies, include: "Moony's Kid Don't Cry," "The Last of My Solid Gold Watches" and "This Property is Condemned." The live colorcast will originate in New York.

REP. OREN HARRIS ON 'YOUTH WANTS TO KNOW'

Rep. Oren Harris (D.-Ark.), chairman of the House Subcommittee on Legislative Oversight, will be the guest on Theodore Grankik's YOUTH WANTS TO KNOW Sunday, March 9 (NBC-TV, 3-3:30 p.m., EST; NBC Radio as part of "Monitor," 10:30-11 p.m., EST).

Harris' committee is currently investigating the activities of the Federal Communications Commission.

Steve McCormick will moderate the show which will originate from Washington, D.C. Teenagers from that area will interview Congressman Harris.

The Soviet Ambassador to the U.S., Mikhail A. Menshikov, will be the guest on "Youth Wants To Know" Sunday, March 16.


-----O-----

CORRECTION PLEASE:

The NBC Radio "Biographies in Sound" program on Thomas Alva Edison, which was awarded a George Washington Honor Medal by the Freedoms Foundation, was produced by William Welch (and not Charles Speer as listed in story released Feb. 28).

-----O-----

NBC-New York, 3/3/58



Digitized by the Internet Archive
in 2019 with funding from
University of Maryland College Park

RAYMOND F. EICHMANN IS APPOINTED DIRECTOR OF SALES PRESENTATIONS
AND PROMOTION, TELEVISION NETWORK SALES

Raymond F. Eichmann has been appointed Director of Sales Presentations and Promotion, Television Network Sales, it was announced today by Dean Shaffner, Director, Sales Planning, Television Network Sales, for the National Broadcasting Company.

Mr. Eichmann comes to NBC from the American Broadcasting Network, where he had been Director of Sales Development, Advertising and Research since July, 1957. Before that he was with John Blair & Co., starting in March, 1955, as Director of Sales Development. Previously he has served with Foote, Cone and Belding as a media research analyst.

Mr. Eichmann was graduated from Rutgers University with a B.A. degree, and received an M.A. degree from the University of Tennessee, where he held a teaching fellowship in 1951. During World War II he served with the U.S. Navy.

Mr. Eichmann, his wife and their young son live in Ridgewood, N.J.

-----O-----

NBC-New York, 3/3/58

FREDDY MARTIN ORCHESTRA TO PLAY FOR 'EMMY AWARDS' SHOW

Freddy Martin's orchestra will provide dance music for the West Coast segment of the 10th annual EMMY AWARDS program which will originate from the Cocoanut Grove in Los Angeles. NBC-TV will telecast the ceremonies live from Los Angeles and New York Tuesday, April 15 (10-11:30 p.m., EST).

Ballots to select the five nominees in each of 25 categories have been mailed by the National Academy of Television Arts and Sciences to its 3,000 members in New York and Los Angeles.

-----O-----

JACK PAAR PAYS ENCORE VISIT TO 'POLLY BERGEN SHOW'

Jack Paar -- star of NBC-TV's late-evening Monday-through-Friday series, "The Jack Paar Show" -- will pay an encore visit to THE POLLY BERGEN SHOW Saturday, March 8 (NBC-TV, 9 p.m., EST). Paar's return date is by popular request following enthusiastic reception of his guest spot with Miss Bergen recently.

Polly will sing "Lucky Day," "I'm Through With Love" and "Every Time We Say Goodbye." The production number will be "Two to Tango."

-----O-----

NBC-New York, 3/3/58

NBC-TV IMPACT SHOWN BY COMPACT; MAGAZINE'S TEENAGE READERS
VOTE 8 OUT OF 12 TOP PLACES IN POLL TO NBC STARS AND SHOWS

The nation's teenagers -- an outspoken crew that makes no bones about hiding likes and dislikes -- have voted six NBC-TV shows their favorites of 1957.

They also agreed that two of the network's top performers -- Dinah Shore and Perry Como -- were their favorite TV personalities of the year.

The teensters -- high school editors from all over the country -- made their views known in an annual poll conducted by Compact, a young people's magazine. They voted in 12 categories, placing NBC in the top eight.

The awards, which will appear in the April issue of Compact on the newsstands Tuesday, March 4, are as follows:

FAVORITE MALE TV PERSONALITY: Perry Como

FAVORITE FEMALE TV PERSONALITY: Dinah Shore

FAVORITE TV SHOW: "The Perry Como Show"

FAVORITE TV MUSICAL SHOW: "The Perry Como Show"

FAVORITE VARIETY SHOW: "The Steve Allen Show"

FAVORITE QUIZ SHOW: "Twenty-One"

FAVORITE EDUCATIONAL SHOW: "Wide Wide World"

FAVORITE "SPECIAL": "The Green Pastures"

NBC-TV programs and personalities figured in other honors,
too:

(more)

2 - Compact Awards

Third place in the "All-Around Favorite Television Show" category was shared by "The Steve Allen Show" and "Father Knows Best."

Loretta Young, star of "The Loretta Young Show," was voted second place as "Favorite Female TV Personality." Third place went to Jane Wyman, star of "The Jane Wyman Show."

The teenagers cast a landslide vote for "Wide Wide World" as the "Best Educational Program." "Omnibus" was second.

"The Perry Como Show" placed third in the "Best Variety Program" category. "Father Knows Best" got second place as the "Best Comedy Program."

-----O-----

NBC-New York, 3/3/58



TRADE NEWS

March 4, 1958

BOSTON AREA LISTENERS EXPRESS ENTHUSIASM ABOUT AVAILABILITY OF NBC RADIO PROGRAMS ON SINGLE FREQUENCY (STATION WEZE)

"Welcome back to Boston -- you have been missed."

That's how one Boston area resident, in a letter to the National Broadcasting Company, greeted the news that his favorite NBC Radio programs were being broadcast on a single frequency again in that community.

Radio Station WEZE in Boston began carrying the complete NBC Radio Network programming last Saturday. For the past 18 months, the NBC Radio schedule had been split in Boston, with WNAC carrying a substantial part of it and WVDA (now WEZE) bringing listeners NBC's "News-on-the-Hour."

"Numerous letters like this have been received by NBC and WEZE since the recent announcement of the full affiliation agreement," Harry Bannister, Vice President in charge of NBC Station Relations, said today. "Judging by the mail, telephone calls and the reaction of the Boston press, interest in the new agreement is high."

Mr. Bannister noted that J. Pattison Williams, Executive Vice President of Air Trails Broadcasting, Inc., which recently acquired WEZE, is a firm believer in the

(more)

value of network broadcasting. Through the cooperation of Mr. Williams and Norton Virgien Jr., General Manager of WEZE, NBC Radio as well as the station will benefit from the tie-in, he said.

"Not only is Boston the nation's sixth market area, but it is of major importance for its educational institutions, its centers of medical science and its cultural life," he said. "We expect WEZE will strengthen our NBC News coverage and provide many features for our Monitor and Nightline programs."

WEZE, a 5,000-watt station operating on 1260 kilocycles, has 986,000 radio homes in its primary coverage area, Mr. Virgien reported.

-----O-----

NBC-New York, 3/4/58

NBC OWNED STATIONS DIVISION

News

**ANTHONY C. KRAYER JR. IS APPOINTED BUSINESS MANAGER
OF NBC OWNED STATIONS AND NBC SPOT SALES**

Anthony C. Krayer Jr. has been appointed Business Manager of NBC Owned Stations and NBC Spot Sales, it was announced today by Thomas S. O'Brien, Director of Business Affairs of NBC Owned Stations and NBC Spot Sales.

Krayer came to NBC in May, 1956, as Business Manager of NBC Spot Sales. From 1948 to 1956 he was chief accountant of Station WPIX, New York, and previously was associated with the accounting firm of Price, Waterhouse.

A graduate of New York University (B.A., 1942), Krayer served as a first lieutenant in the Army Air Corps during World War II. He lives with his wife and six children in White Plains, N.Y.

-----O-----

NBC-New York, 3/4/58



TELEVISION NEWS

March 4, 1958

TOP STARS TO PARTICIPATE IN "AMERICAN THEATRE '58"

- - -

Helen Hayes, Melvyn Douglas, Robert Preston, Peter Ustinov
And Other Notables to Appear on "Wide Wide World" Show

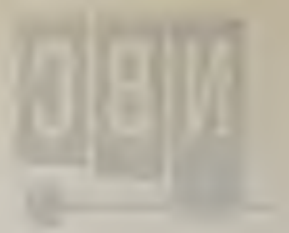
Helen Hayes, Melvyn Douglas, Robert Preston and Peter Ustinov will participate in "American Theatre '58," a behind-the-scenes look at the problems and promise of the theatre, on WIDE WIDE WORLD Sunday, March 16 (NBC-TV, 4-5:30 p.m., EST).

The program will move across the country from a "Threepenny Opera" matinee at the off-Broadway Theatre de Lys to the San Diego Community Theatre, where members will be seen preparing for their annual Shakespearean festival.

The live cameras will look in on the unique Children's Theatre at Evanston, Ill., a rehearsal of William Inge's "Picnic" at the Carnegie Tech theatre in Pittsburgh and a performance of Noel Coward's "Still Life" at the Alley Theatre in Houston.

Viewers will meet playwright William Inge, producer Robert Whitehead, director Harold Clurman, designers William and Jean Eckart, critic Louis Kronenberger of Time magazine and other Broadway personalities.

(more)



WJW-TV, Toledo, Ohio

TOLEDO, Ohio (AP) — A group of about 100 people gathered in the city hall here today to protest the proposed sale of the city's public housing program to a private developer.

The group, which included many students and young people, held a candlelight vigil and sang songs of protest.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

The city's public housing program is one of the largest in the state, and the proposed sale would transfer control of the program to a private developer.

Miss Hayes, Douglas, Preston and Ustinov will appear at Sardi's restaurant, a Broadway gathering place. Each of the American performers will introduce and comment on some phase of the program, while Ustinov will compare the theatre of this country with that of Britain.

All four are currently starring on Broadway -- Miss Hayes in "Time Remembered," Preston in "Music Man," Ustinov in his comedy, "Romanoff and Juliet," and Douglas in "The Waltz of the Toreadors," which is reopening tonight.

"We want to show that there's more to the theatre than Broadway," says Alan Neuman, who will produce the program. "We'll try to show, too, that the theatre is a practical necessity -- a form of communications as well as an entertainment and art form."

"American Theatre '58" will be presented in cooperation with ANTA -- the American National Theatre and Academy. "Wide Wide World" is sponsored by General Motors and supervised by executive producer Barry Wood. Dave Garroway is host of the series.

Miss Hayes' appearance on the program will follow by exactly one week her performance in "Mrs. McThing" on "Omnibus," which alternates in the same time period with "Wide Wide World."

-----O-----

NBC-New York, 3/4/58

ARMORY TO BE N.Y. SETTING FOR TWO-COAST 'EMMY AWARDS' SHOW

The New York segment of the 10th annual EMMY AWARDS program will originate from the Seventh Regiment Armory, 643 Park Avenue, it was announced yesterday. NBC-TV will telecast the ceremonies live from both coasts Tuesday, April 15 from 10 to 11:30 p.m., EST.

A dinner for the membership of the New York Chapter of the National Academy of Television Arts and Sciences will precede the telecast.

The West Coast portions of the "Emmy Awards" ceremonies will originate from the Cocoanut Grove in Los Angeles.

WILLIAM BENNINGTON TO DIRECT WEST COAST 'EMMY AWARDS' PICKUP

William Bennington will be NBC director of the West Coast segment of the 10th annual EMMY AWARDS program which NBC-TV will telecast live from both coasts Tuesday, April 15, from 10 to 11:30 p.m., EST.

Bennington directed the Hollywood portions of last year's Emmy Awards ceremony which was also telecast by NBC. He has been with the network since 1952 and has directed major news and sports events, including the first coast-to-coast telecast of the Rose Bowl game.

-----O-----

NBC-New York, 3/4/58

CAST AND CREDITS FOR 'MRS. McTHING' ON 'OMNIBUS'
(NBC-TV, SUNDAY, MARCH 9, 4-5:30 P.M., EST)

CAST

Helen Hayes.....as Mrs. Larue
Eddie Hodges.....as Howay and The Stick
Boy (a dual role)
Sam Levene.....as Poison Eddie
Schellenbach
Alexandra Wager.....as Mimi
Ruth McDevitt.....as Evva
Mildred Chandler.....as Grace
Frederika Going.....as Maude
Iggie Wolfington.....as the chef
Guy Raymond.....as Stinker
Irwin Corey.....as Dirty Joe
Minette Barrett.....as Mrs. Schellenbach
Bea Arthur.....as the Ugly Witch
Lee Meriwether.....as the Beautiful Witch

CREDITS

TIME: NBC-TV, Sunday, March 9,
4-5:30 p.m., EST.
EXECUTIVE PRODUCER: Robert Saudek
DRAMA CONSULTANT: Walter Kerr
MASTER OF CEREMONIES: Alistair Cooke
FEATURE EDITOR: Mary V. Ahern

(more)

WRITTEN BY:	Mary Chase
TELEVISION ADAPTATION:	Walter Kerr
DIRECTOR:	Richard Dunlap
SPECIAL ADVISER:	Robert Whitehead
PRODUCTION DESIGNER:	Henry May
PRODUCED BY:	Robert Saudek Associates.
SPONSORS:	Aluminium Limited and Union Carbide Corporation.
AGENCIES:	J. Walter Thompson Company (for Aluminium) and J. M. Mathes, Inc. (for Union Carbide).

-----O-----

NBC-New York, 3/4/58

MITCH LEISEN TO DIRECT 'THE SLEEPING BEAUTY' TELEFILM

Mitch Leisen, executive consultant for NBC-TV's SHIRLEY TEMPLE'S STORYBOOK series, will direct "The Sleeping Beauty," filming of which will begin early in April.

Leisen was assigned by producer Alvin Cooperman of Henry Jaffe Enterprises, Inc., who, in association with Screen Gems, Inc., will film the fairytales for the series.

This will mark Leisen's debut as a television film director, although he has directed many Hollywood films including "Lady in the Dark," "Frenchmen's Creek," "Kitty" and "To Each His Own."

The teleplay for the classic fairy tale, "The Sleeping Beauty," was written by Margaret Fitts and will be filmed at the Columbia Pictures Corporation studios. The telecast date will be announced later.

-----O-----

PAT BOONE JOINS GUEST LIST OF 'DINAH SHORE CHEVY SHOW'

Singer Pat Boone has been added to the guest list of the DINAH SHORE CHEVY SHOW Sunday, March 9 (NBC-TV colorcast, 9-10 p.m., EST). As previously announced, others who will join Dinah on the full-hour colorcast include Shirley MacLaine, Carol Burnett, Ted Reid and special guest NBC-TV star Robert Cummings.

-----O-----



NBC COLOR TELEVISION NEWS

March 5, 1958

ETHEL MERMAN HEADS A 'CHEVY SHOW' COLORCAST OF HER OWN
ON SUNDAY, MARCH 30, AND JACK PAAR WILL BE HER GUEST

Ethel Merman will be star of a CHEVY SHOW colorcast of her own Sunday, March 30 (NBC-TV, 9-10 p.m., EST). Jack Paar, star of his own NBC-TV series, has been signed for Miss Merman's guest roster. Other top-name attractions will be announced.

Miss Merman has been an outstanding performer since 1930 when she zoomed to Broadway fame after her rendition of "I Got Rhythm" in George Gershwin's "Girl Crazy." Her great number of Broadway successes since include "Anything Goes," "Annie Get Your Gun," "Call Me Madam" and "Happy Hunting." Miss Merman made her TV debut on Milton Berle's NBC series in 1949 and has since starred or made guest appearances on many major telecasts. She also has headlined many radio shows and motion pictures.

The "Chevy Show" starring Ethel Merman will originate in New York. The "Dinah Shore Chevy Show," regularly colorcast in the 9-10 p.m., EST, Sunday period on NBC, will return Sunday, April 6.

-----O-----

LEO DUROCHER AND LINDSEY NELSON TO BE PLAY-BY-PLAY COMMENTATORS
AGAIN FOR 'MAJOR LEAGUE BASEBALL' TELECASTS

Leo Durocher and Lindsey Nelson will be the play-by-play commentators for NBC-TV's MAJOR LEAGUE BASEBALL telecasts on Saturday afternoons during the 1958 season, NBC Sports Director Tom S. Gallery announced today.

The 26-game TV schedule runs from April 5 through Sept. 27. The games will be televised coast-to-coast, but will not be carried by any station within 50 miles of a major league park, or in certain other areas.

Durocher and Nelson were the announcers for NBC-TV's "Major League Baseball" series last year. Durocher, a colorful figure in the baseball world for 30 years, resigned as manager of the New York Giants in September, 1955, to join NBC as a talent relations executive. A former player as well as pilot, he enjoyed his greatest moments in baseball in 1954 when he guided the Giants to the National League pennant and a four-game sweep over Cleveland in the World Series.

Nelson, assistant sports director of NBC, was a major league baseball game-of-the-day sportscaster before joining the network in 1952. He also has been the NBC-TV commentator for football, basketball, golf and tennis telecasts.

-----O-----

NBC-New York, 3/5/58



March 5, 1958

CATEGORIES FOR 1958 EMMY AWARDS PRESENTATIONS OF
NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

Following are the categories established by the National Academy of Television Arts and Sciences for the 1958 Emmy Awards presentations:

(NBC-TV will telecast the EMMY AWARDS live from New York and Los Angeles Tuesday, April 15, from 10 to 11:30 p.m., EST.)

1. BEST SINGLE PROGRAM OF THE YEAR

That program, created originally or fully adapted for television, which is considered to be the most outstanding presentation during 1957. Such a program may be either one of a series or an individual presentation, either entertainment, public service or coverage of a newsworthy event, but may not include a duplicate or an approximate duplication of a presentation previously used in another medium.

2. BEST DRAMATIC SERIES WITH CONTINUING CHARACTERS

The most outstanding group of dramatic programs presented multi-weekly, weekly, or from time to time on a regular basis and employing the same continuing characters. This award is intended for programs whose format is either drama, action, mystery, Western, or melodrama, regardless of length; but excludes all comedy series which have a separate category.

3. BEST DRAMATIC ANTHOLOGY SERIES

The most outstanding group of dramatic programs presented multi-weekly, weekly, or from time to time on a regular basis which employs individual stories and characters for each presentation. This award is intended for programs whose format is either drama, action, mystery, Western, or melodrama, regardless of length; but excludes all comedy series which have a separate category.

(more)

4. BEST COMEDY SERIES

The most outstanding group of comedy programs presented multi-weekly, weekly, or from time to time on a regular basis.

5. BEST MUSICAL, VARIETY, AUDIENCE PARTICIPATION, OR QUIZ SERIES

The most outstanding group of programs, not in the area of drama or comedy, presented multi-weekly, weekly, or from time to time on a regular basis.

6. BEST PUBLIC SERVICE PROGRAM OR SERIES

The most outstanding program or series of programs whose content includes the arts, politics, sports, religion, national or international affairs, etc., and whose purpose is to instruct, inform or impart cultural values.

7. BEST SINGLE PERFORMANCE (ACTOR)

The most outstanding single performance in a leading or supporting role by an actor appearing either in an individual presentation or in a single presentation which is part of a series in which he is not a regular performer.

8. BEST SINGLE PERFORMANCE (ACTRESS)

The most outstanding single performance in a leading or supporting role by an actress appearing either in an individual presentation or in a single presentation which is part of a series in which she is not a regular performer.

9. BEST CONTINUING PERFORMANCE BY AN ACTOR IN A LEADING ROLE IN A DRAMATIC OR COMEDY SERIES

The most outstanding performance in a leading role by an actor regularly appearing in a series whose format is drama, action, mystery, Western, melodrama, or situation comedy.

10. BEST CONTINUING PERFORMANCE BY AN ACTRESS IN A LEADING ROLE IN A DRAMATIC OR COMEDY SERIES

The most outstanding performance in a leading role by an actress regularly appearing in a series whose format is drama, action, mystery, Western, melodrama, or situation comedy.

11. BEST CONTINUING SUPPORTING PERFORMANCE BY AN ACTOR IN A DRAMATIC OR COMEDY SERIES

The most outstanding continuing performance in a supporting role by an actor regularly appearing in a series whose format is drama, action, mystery, Western, melodrama, or situation comedy.

12. BEST CONTINUING SUPPORTING PERFORMANCE BY AN ACTRESS IN A DRAMATIC OR COMEDY SERIES

The most outstanding continuing performance in a supporting role by an actress regularly appearing in a series whose format is drama, action, mystery, Western, melodrama, or situation comedy.

(more)

3 - 'Emmy Awards'

13. BEST CONTINUING PERFORMANCE (MALE) IN A SERIES BY A COMEDIAN, SINGER, HOST, DANCER, M.C., ANNOUNCER, NARRATOR, PANELIST, OR ANY PERSON WHO ESSENTIALLY PLAYS HIMSELF
14. BEST CONTINUING PERFORMANCE (FEMALE) IN A SERIES BY A COMEDIENNE, SINGER, HOSTESS, DANCER, M.C., ANNOUNCER, NARRATOR, PANELIST, OR ANY PERSON WHO ESSENTIALLY PLAYS HERSELF
15. BEST NEWS COMMENTARY (REGULARLY SCHEDULED)
The most outstanding presentation of the news by an individual or a team in a regularly scheduled news series.
16. BEST MUSICAL CONTRIBUTION FOR TELEVISION
That musical composition, presentation, or idea which has contributed most to the excellence of a program or to TV programming as a whole. (To be presented to composers, arrangers, lyrists, choreographers, etc.) NOTE: This is the category for people who "think up" music, lyrics or dancing, rather than the people who play it, sing it or dance to it. It covers the musical score or choreography of an individual program that was a standout. For a series, it covers any creative musical or choreographic contribution.
17. BEST TELEPLAY WRITING (HALF HOUR OR LESS)
The most outstanding writing of a teleplay of half-hour or less duration, either conceived originally for television or fully adapted (to satisfy in an original manner the unique qualities of television) from a novel, play, screenplay, or any other writing form.
18. BEST TELEPLAY WRITING (ONE HOUR OR MORE)
The most outstanding writing of a teleplay of one hour or more duration, either conceived originally for television or fully adapted (to satisfy in an original manner the unique qualities of television) from a novel, play, screenplay, or any other writing form. NOTE: The Academy deems that any program of more than 30 minutes duration will compete in the "One Hour or More" category.
19. BEST COMEDY WRITING
The most outstanding comedy writing by an individual or a team.
20. BEST DIRECTION (HALF HOUR OR LESS)
The most outstanding directorial achievement on a program or series of programs of any format whose duration is one-half hour or less.
21. BEST DIRECTION (ONE HOUR OR MORE)
The most outstanding directorial achievement on a program or series of programs of any format whose duration is one hour or more. NOTE: The Academy deems that any program of more than 30 minutes duration will compete in the "One Hour or More" category.
22. BEST ART DIRECTION
The most outstanding contribution by an art director to the concept and artistic merit of a program or series of programs of any format.

(more)

4 - 'Emmy Awards'

23. BEST CINEMATOGRAPHY FOR TELEVISION

The most outstanding contribution by a cinematographer whose program, filmed exclusively for television, excelled in filming technique and presentation.

24. BEST LIVE CAMERA WORK

The most outstanding contribution, through live camera technique, to a program which excelled in visual presentation.

25. BEST EDITING OF A FILM FOR TELEVISION

Eligible in this category are motion pictures made primarily for television release, rather than theatrical pictures edited or adapted for use on television. To qualify, a picture must have been publicly exhibited on television for the first time between Jan. 1 and Dec. 31, 1957.

IF MERITED AWARDS

26. BEST NEW PROGRAM SERIES OF THE YEAR

The most outstanding series of programs of any format presented originally in 1957.

27. BEST COVERAGE OF AN UNSCHEDULED NEWSWORTHY EVENT

The most significant coverage and the most interesting presentation of an unscheduled newsworthy occurrence.

28. BEST ENGINEERING OR TECHNICAL ACHIEVEMENT

This award is presented in recognition of the most outstanding technical contribution to the advancement of television production or reception.

-----O-----

NBC-New York, 3/5/58



TELEVISION NEWS

March 6, 1958

MOSCOW AWAITS HOPE

- - -

Comedian Gets Russian O.K. and Pledge of Cooperation
To Film Show In Moscow For Telecast On NBC

Bob Hope has received Russian permission to visit Moscow with assurance of full Government cooperation in filming a TV show in a Moscow theatre this month.

The show will be telecast in the United States on NBC-TV's BOB HOPE SHOW Saturday, April 5 (9-10 p.m., EST).

Hope was granted the permission late yesterday (March 5) while in Washington, D.C. He had gone there to attend the United Service Organization dinner during which he received an award for his USO work from Vice President Richard M. Nixon.

After Hope's arrival, NBC's Washington office received a telephone call from the Russian embassy inviting Hope to come over. Hope, who had just returned from London, where he spent a week waiting in vain for a Russian visa, lost no time. After an hour's visit at the embassy's Ministry of Culture he got the permission, the promise of cooperation and assurance that he will receive his visa.

(more)



January 1, 1968

TO THE DIRECTOR, FBI
FROM THE DIRECTOR, FBI
SUBJECT: [Illegible]

Re: [Illegible] dated 12/28/67.

The [Illegible] of [Illegible] is [Illegible].

It was reported that [Illegible] [Illegible] [Illegible].

On 1/1/68, [Illegible] [Illegible] [Illegible] [Illegible].

It was also reported that [Illegible] [Illegible] [Illegible].

The [Illegible] of [Illegible] is [Illegible].

It was also reported that [Illegible] [Illegible] [Illegible].

The embassy's cultural attache, Tamara Mamedov, who talked with Hope, later stated, "He moves so fast we couldn't catch up with him." When she met Hope she greeted him saying, "Hello, conqueror." Hope asked, "Who, me?" The attache answered, "Yes. To get this visa and permission in two weeks is remarkable."

Veteran Washington observers were amazed at the swift grant of permission, for which the original request was made Feb. 21.

Hope observed, "They put no restrictions on what I can do." He plans to "pick up" acts along the way to Moscow to have the famous clown, Popoff, a ballet company and other top Russian attractions headline his NBC-TV show.

Hope will leave the United States for Copenhagen on March 13. He will leave there the next day for Moscow where he plans to stay one week.

-----O-----

NBC-New York, 3/6/58



March 6, 1958

PREMIERE OF MENOTTI'S NBC-COMMISSIONED OPERA, "MARIA GOLOVIN,"
SET FOR AUG. 20 AT BRUSSELS INTERNATIONAL EXPOSITION

The world premiere of Gian Carlo Menotti's opera "Maria Golovin" will take place on Wednesday, Aug. 20 in the American Theatre of the Brussels International Exposition. "Maria Golovin" was commissioned by the National Broadcasting Company for the NBC Opera Company.

Performances will be given at the exposition each evening until and including Sunday, Aug. 31, with the exception of Aug. 25. There also will be matinee Saturday and Sunday performances on Aug. 23 and 24, and Aug. 30 and 31.

The opera will be produced by Samuel Chotzinoff with Peter Herman Adler as music and artistic director. Menotti will stage the work himself.



TELEVISION NEWS

March 6, 1958

NBC EDUCATIONAL TV SERIES ON U.S. FOREIGN POLICY
TO START WITH PROGRAMS ON 'WESTERN ALLIANCE'

The NBC Educational Television Project's new American foreign policy program series, BRIEFING SESSION, will start Tuesday, March 25, with Edward Canham, Merrill Mueller and Dr. Robert Strausz-Hupe as the weekly on-camera team. First subject: "The Western Alliance" ("Is NATO Adequate to Meet the Soviet Threat?").

The program series, to be presented in partnership with the Educational Television and Radio Center at Ann Arbor, Mich., will be the Project's first nighttime show. It will be telecast from NBC's New York Studios on 13 successive Tuesdays from 10:30 to 11 p.m., EST.

Canham, editor of the Christian Science Monitor, will be host; Mueller, NBC News correspondent, will be facts communicator; and Dr. Strausz-Hupe, chairman of the American Political Science Research Association, University of Pennsylvania, will be political analyst. With them each week on camera will be representatives of national policies and divergent points of view.

"Briefing Session" will be sent out live to the country's interconnected educational TV stations over NBC's regular network facilities. Many NBC affiliated stations will carry the program on a delayed basis by kinescope.

(more)

Following "The Western Alliance," the program's probable themes will be: "The Future of Germany" ("Can Germany Be Reunified?"), April 1; "Iron Curtain Countries" ("Liberation, Containment or Retreat?"), April 8; "Middle East" ("Is Oil the Key to United States Policy in This Area?"), April 15; "Israel and the Arabs" ("What Is the Role of the United States in the Conflict?"), April 22; "Algeria" ("Is It U.S. Business?"), April 29.

Also, "Emergence of Africa" ("What Is Our Hope for Political Stability?"), May 6; "India" ("Is Indian Neutrality an Asset or Liability to the U.S.?"), May 13; "Indonesia" (Can the U.S. Influence Its Political Future?), May 20; "Red China" ("How Would Recognition Affect East-West Balance of Power?"), May 27; "Japan" ("Are We Making Friendship Too Costly for the Japanese?"), June 3; "Latin America" ("Is the U.S. Sacrificing the Future to Present 'Imperatives'?"), June 10; "Soviet Union" ("Can We Negotiate Successfully with the Russians?"), June 17.

Joel O'Brien will produce "Briefing Session," Frank Pacelli will be the director and Joan Seaver the writer.

As outlined by O'Brien, the program will aim to explore major world issues confronting U.S. foreign policy, to present facts pertaining to the issue in a manner which will allow the viewer to weigh and evaluate for himself the various viewpoints involved, and to examine the nature of this country's interest and policy in regard to the issue.

"Briefing Session" will be one of three Project program series this Spring. The others: "The Subject Is Jazz" and "Decision for Research."

The Educational Television Project, launched March 11, 1957, brought into being the first live programming ever to be produced

(more)

3 - Educational TV

expressly for educational TV stations on a nationwide basis. It is under the overall supervision of Edward Stanley, NBC Director of Public Affairs. Brice Howard is the executive producer, and Robert B. Hudson the Center representative,

Following is a list of educational TV stations currently on the air:

WBIQ, Birmingham, Ala.; WTIQ, Munford, Ala.; WAIQ, Andalusia, Ala.; KQED, San Francisco; KRMA-TV, Denver, Colo.; WTHS-TV, Miami, Fla.; WETV, Atlanta, Ga.; WTTW, Chicago; WILL-TV, Urbana, Ill.; WYES, New Orleans, La.; WGBH-TV, Boston; WTVS-TV, Detroit; WKAR-TV, East Lansing, Mich.; KTCA, St. Paul., Minn.; KETC, St. Louis, Mo.; KUON-TV, Lincoln, Neb.; WUNC-TV, Chapel Hill, N.C.; WCET, Cincinnati, Ohio; WOSU-TV, Columbus, Ohio; KETA, Norman (Oklahoma City), Okla.; KOAC-TV, Corvallis, Ore.; WHYI-TV, Philadelphia; WQED, Pittsburgh, Pa.; WKNO-TV, Memphis, Tenn.; KUHT, Houston, Tex.; KUED, Salt Lake City, Utah; KCTS-TV, Seattle, Wash.; WHA-TV, Madison, Wis.; and WMVS-TV, Milwaukee, Wis.

-----O-----

NBC-New York, 3/6/58

NBC NEWS SCORES WITH FIRST AIR BULLETIN
ON EXPLORER II SATELLITE LAUNCHING

NBC News was once again on top of the story when the Jupiter-C blasted off from Cape Canaveral, Fla. yesterday.

The first Explorer II bulletin was announced over NBC Radio at 1:28:30 p.m., EST -- 30 seconds after the actual firing and 15 seconds before the next radio-TV network.

As in the case of the Explorer I launching, first films of the dramatic launching were shown to the American public over NBC-TV. Correspondent Roy Neal flew them to Station WFGA-TV, Jacksonville, for origination at 5:02 p.m., EST, on an NBC News special.

Neal and Correspondent Herb Kaplow handled the eye-witness account of the Jupiter-C launching. It was heard on radio at 1:34:20 p.m., EST, and on NBC-TV at 1:40 p.m., EST. The first TV bulletin of the firing was at 1:29 p.m., EST.

-----O-----

NBC-New York, 3/6/58

'WAGON TRAIN' TELECAST OF MARCH 12 TO INCLUDE DETAILS
OF EDESEL CONTEST OFFERING 1,000 PONIES AS MAIN PRIZES

A nationwide contest that will award to each of 1,000 winners a "real live pony," will be announced for the first time on NBC-TV's WAGON TRAIN Wednesday, March 12 (7:30-8:30 p.m., EST).

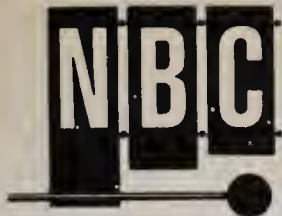
Called "Name The 'Wagon Train' Pony Contest," it is sponsored by the Edsel Division of the Ford Motor Company. The contest runs from March 12 through April 30 and the details concerning rules, eligibility and prizes (including consolation prizes still undecided) will be presented on the series every other week (on those programs which are Edsel-sponsored).

At each of 1,000 Edsel dealers across the country, a pony will be awarded to "some lucky youngster." In order to win, the contestant must first take a demonstration ride in an Edsel and then contribute an appropriate name for the pony.

On March 12, "Wagon Train" presents "The Bernal Sierra Story" with Gilbert Roland as both guest star and author. The story deals with a trusted lieutenant of Juarez searching for a treasure of gold stolen from the Mexican freedom cause. Ward Bond as the Wagonmaster and Robert Horton as the Scout are permanent stars of the weekly series.

-----O-----

NBC-New York, 3/6/58



DAVID C. ADAMS IS ELECTED TO NBC BOARD OF DIRECTORS

FOR RELEASE MONDAY A.M., MARCH 10

New York, March 10 -- David C. Adams, Executive Vice President, Corporate Relations, has been elected to the Board of Directors of the National Broadcasting Company, it was announced today by Robert W. Sarnoff, President of NBC.

Mr. Adams was named an Executive Vice President of NBC September 7, 1956, to head up the Company's Station Relations and Planning Departments and the Washington office. He is a member of the NBC Executive Council which formulates major company policies.

Mr. Adams joined NBC as assistant general counsel in December, 1947. He was named Vice President and General Attorney of RCA Communications, Inc., in July, 1948, but returned to NBC in January, 1949, as assistant to the Executive Vice President. In March, 1954, he was elected a Staff Vice President of NBC.

He joined the Federal Communications Commission in September, 1941, serving successively as chief of the International Legal Section, assistant chief of the Common Carrier Division and assistant to the general counsel. His FCC career was interrupted for two years of military service, first with an anti-aircraft battalion and later as a second lieutenant in Military Intelligence.

Mr. Adams was born in Buffalo, N.Y. He is a graduate of the University of Buffalo and its law school (1937), and practiced law in Buffalo from 1937 to 1941. He and his wife live with their two sons in Croton, N.Y.

-----O-----

1994-1995

1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 26



March 7, 1958

B. LOWELL JACOBSEN ELECTED VICE PRESIDENT, PERSONNEL,
FOR THE NATIONAL BROADCASTING COMPANY

B. Lowell Jacobsen, Director of Personnel for the National Broadcasting Company, has been elected Vice President, Personnel, by the NBC Board of Directors, Robert W. Sarnoff, NBC President, announced today.

Mr. Jacobsen's responsibilities include the areas of labor relations, organizational planning and management development, employment training, wages and salaries, and personnel services. Reporting to him are: George H. Fuchs, manager, labor relations; H. O. Lumb, manager, personnel; A. Richard Connell, manager, organizational planning and management development, and Dr. Bernard J. Handler, company physician.

Mr. Jacobsen joined the RCA Victor Division on Sept. 1, 1943, in the Personnel Department of the Bloomington, Ind., plant. On July 1, 1944, he was appointed personnel manager of the Bloomington plant, and on April 1, 1950, he became personnel manager of the Indianapolis plant.

He was transferred to the home office in Camden, N.J., on Dec. 1, 1951, as personnel manager of the Home Instrument Department, RCA Victor Division. He was named personnel director of NBC on Sept. 1, 1953.

(more)

... ..

2 - B. Lowell Jacobsen

Mr. Jacobsen was born in Chicago and attended grammar school and high school in Riverside, Ill. He is a graduate of North Central College, Naperville, Ill.

Before joining RCA Victor, he was employed in an executive capacity at the Continental Can Company's ordnance plant, Terre Haute, Ind., and at Spiegel, Inc., of Chicago.

The new NBC Vice President is a past President of the Indiana Personnel Association, and the Indiana Junior Chamber of Commerce. He is married and the father of two boys. The family lives in Revonah Woods, Stamford, Conn.

-----O-----

NBC-New York, 3/7/58

News

 **SPOT SALES**

NBC SPOT SALES IN HIGH GEAR AS STAFFERS VIE IN SPRING SPORTS CAR RALLY CONTEST

A free-wheeling contest with two 1958 Corvette sports cars as prizes is spurring NBC Spot Sales radio and TV salesmen to drive at top speed to new sales records.

Winners in the five-week NBC Spot Sales Spring Sports Car Rally, which ends March 31, will be selected on the basis of the 25 daily races or "heats" to be conducted each day until that date. Daily winners will be decided by the point values assigned to each sales order.

Two large display boards in the NBC Spot Sales office in New York provide visual evidence of the progress of each radio and TV salesman. As hourly reports are received from the New York, Chicago, Los Angeles, San Francisco, Detroit and Hartford offices, small red sports cars on the display panel are moved forward. At the end of each day, the salesman whose car has made the most progress wins the "heat." Daily prizes in keeping with the sports car theme, such as picnic baskets, lap robes, RCA Victor portable radios and sports apparel, are awarded to the winning salesman and his secretary.

Referees in the contest are Ed Jameson, Director of Television Spot Sales, and George Dietrich, Director of Radio Spot Sales.

-----O-----

NBC-New York, 3/7/58

NBC RADIO NETWORK NEWS

March 7, 1958

THREE PROMOTIONS ANNOUNCED IN NBC RADIO NETWORK SALES

Three promotions, including an appointment to a newly-created post in the NBC Radio Network, were announced today by William K. McDaniel, Vice President in charge of NBC Radio Network Sales.

William F. Fairbanks, Eastern Sales Manager, was promoted to National Sales Manager. Harry E. Hobbs, an account executive in the Radio Sales Department, was named to Mr. Fairbanks' former post.

Murray Heilweil, Merchandising Manager for the NBC Television Network, was appointed to the new position of Marketing Director for the NBC Radio Network. Mr. McDaniel said the establishment of this post was another indication of the continuing expansion of the NBC Radio Network.

"There are roughly four times as many clients using network radio as in pre-television days, and at least four times as many different uses of network radio," Mr. McDaniel said. "Mr. Heilweil will work closely with the marketing departments of advertising agencies and radio clients in developing and expanding the use of radio in their marketing plans."

(more)

Page 1 of 1

THE UNIVERSITY OF CHICAGO

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

CHICAGO, ILLINOIS

Mr. Fairbanks joined the National Broadcasting Company as a member of the page staff in 1931, while he was studying engineering at Brooklyn Polytechnic Institute. He was promoted to chief page, and wrote a training manual for the staff before he was assigned to research work in the Statistical Department two years later. In 1939 he became a sales presentation writer.

Mr. Fairbanks joined the Domestic Radio Bureau of the U.S. Office of War Information in 1942, and was chief of the OWI Network Allocation Plan which controlled the allocation of war messages to the civilian population that were broadcast on all radio networks.

After working for an advertising agency and other radio networks, Mr. Fairbanks returned to the NBC Radio Network Sales Department in January, 1956, and was named Eastern Sales Manager the following September.

Mr. Heilweil came to NBC in January, 1952, to aid in the establishment of the first merchandising department serving the radio and television networks. He was appointed Merchandising Manager for the Television Network in August, 1953.

A graduate of St. John's University and Law School, and a member of the New York bar, Mr. Heilweil held various sales and executive positions in the food, automotive, resort and manufacturing fields from 1936 to 1942. He was a first lieutenant in the U.S. Army Air Force from 1942 to 1946. Because his background included professional basketball playing, he was put in charge of organizing athletic and recreation programs at Air Force bases.

(more)

3 - Promotions

Before joining NBC, Mr. Heilweil was assistant merchandising director for the American Weekly for six years.

Mr. Hobbs started with NBC in October, 1955. A graduate of Princeton University, he was with Dancer-Fitzgerald-Sample, Inc. for five years and media director in the Chicago office. He later became an account executive for Henry I. Christal Company, station representatives, and then sales manager for Air Features, Inc.

During World War II Mr. Hobbs was commissioned a captain in the Eighth Air Force and piloted B-17s on bombing missions in the European War Theater.

-----O-----

NBC-New York, 3/7/58



NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE

March 16-22 (All Times EST)

Sunday, March 16

5:30-6:30 p.m. -- BELL SYSTEM SCIENCE SERIES -- Dr. Frank

Baxter and Richard Carlson star in "Hemo the Magnificent,"
produced by Frank Capra and featuring Sterling Holloway.

7-7:30 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW -- Guests are Lena Horne,
Keenan Wynn, Carmen Basilio and Mark Murphy.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW -- Guests are Bea Lillie,
Janis Paige and Jimmie Rodgers.

Monday, March 17

3-4 p.m. -- NBC MATINEE THEATER -- "One for All," with Robert Bray,
Robert Gast and Dina Merrill.

7:30-8 p.m. -- THE PRICE IS RIGHT -- Bill Cullen is emcee.

Tuesday, March 18

3-4 p.m. -- NBC MATINEE THEATER -- "Anxious Night," starring Dale
Evans with John Beal and Tommy Kirk.

8-9 p.m. -- THE FISHER-GOBEL SHOW -- With Ann Blyth and comedian
Dick Shawn.

(more)

2 - NBC Color Telecast Schedule

Wednesday, March 19

3-4 p.m. -- NBC MATINEE THEATER -- "On Approval."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Look What's Going On,"
starring Neville Brand, Harry Townes, Lee Grant and special
guest star Ed Begley.

Thursday, March 20

3-4 p.m. -- NBC MATINEE THEATER -- "Dandy Dick."

7:30-8 p.m. -- TIC TAC DOUGH -- Jay Jackson is emcee.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- Mel
Torme is tonight's guest.

Friday, March 21

3-4 p.m. -- NBC MATINEE THEATER -- "Hush, Mahala, Hush."

Saturday, March 22

8-9 p.m. -- THE PERRY COMO SHOW -- Perry is host to Mary Kaye Trio.

10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia
Gibson, Tommy Leonetti and Alan Copeland.

-----O-----

NBC-New York, 3/7/58

JERRY LEWIS FILLING PALM SPRINGS CLUB DATE
PRIOR TO APRIL 15 NBC COLORCAST

Jerry Lewis who will star on the colorcast JERRY LEWIS SHOW on NBC Tuesday, April 15 (9-10 p.m., EST) will play a 16-day nightclub engagement at the Chi-Chi Club in Palm Springs, Calif., beginning tonight (March 7). The engagement is Lewis' first West Coast nightclub appearance as a "single". Following the Palm Springs club date, Jerry will return to Hollywood to prepare for his April 15 colorcast.

Following the TV shows, Lewis will go to London for a two-week engagement at the Palladium. He will conclude his TV season on Friday, May 16 with a final NBC-TV colorcast.

-----O-----

NBC-New York, 3/7/58



ADOPTION OF BARROW STAFF PROPOSALS MIGHT DESTROY
NETWORKS' ABILITY TO RENDER ESSENTIAL SERVICES,
NBC PRESIDENT ROBERT W. SARNOFF TELLS FCC

WASHINGTON, MARCH 10 -- Adoption of the proposals of the Barrow Staff Report to the Federal Communications Commission would seriously impair, and ultimately might destroy, the ability of television networks to perform their essential functions, Robert W. Sarnoff, President of the National Broadcasting Company, said here today. Mr. Sarnoff described these functions as "the furnishing of a comprehensive national program service to the public and affiliated stations and the delivery of national circulation to the advertisers."

"These functions are now being performed effectively, in a framework of intense competition among networks and between the network medium and other national media," Mr. Sarnoff told the FCC. "They have been the foundation of the miraculous growth of television over the past decade, and they are essential to its development."

Mr. Sarnoff testified before the Federal Communications Commission in hearings being conducted on recommendations in a Staff report prepared for the Commission.

(more)

"The recommendations," Mr. Sarnoff told the FCC, "are not based on any evidence that the present system is failing to provide proper television service to the public; or on any complaint from the public, or affiliated stations, or advertisers -- the three groups served by network television; or on any demonstration that the actions proposed would improve the present service. Rather, they seem to be based on pre-conceived ideas, with no regard for the character of the service now received by the public. The structure of theory built up by the Staff is used to advance a social and economic philosophy -- that what is strong should be weakened, what is big should be fragmentized, and what is secure should be made insecure.

"We believe that many of the Staff recommendations, if adopted, would seriously impair the network 'programming and communication values,' which the Report states must be preserved in the public interest; that in no case has the Staff produced factual evidence justifying their recommendations; and that for both these reasons, the Commission should reject the recommendations."

Of the proposal that networks be limited to ownership of three VHF television stations in the top 25 markets, Mr. Sarnoff said:

"I can think of no more effective way of undercutting the networks' ability to assume the risks of maintaining and developing a comprehensive national program service than by reducing their principal source of relatively stable profits. That is exactly what the Staff proposes in its recommendation on station ownership. Not only is this proposal not supported by affirmative evidence, it is opposed to the basic interests of the public in receiving 'the best practicable service,' which is the ultimate issue under consideration.

(more)

"These proposals would penalize experience, resources and contributions to broadcasting as qualifications to hold television licenses. They are particularly destructive in their application to station ownership by network organizations, because network ownership of stations is especially and peculiarly justified in the public interest."

Discussing the Staff recommendation for the prohibition of option time, Mr. Sarnoff said:

"By their option time agreements, the affiliates have marked out three-hour periods in the morning, the afternoon and the evening, for which the network can plan and provide an organized program structure; and have agreed that clearance of the schedule, in the form and sequence planned, will be a rule on which the network can count, subject to exception.

"The destruction of option time would destroy this system. Without a defined area for clearance accepted by all affiliates, it would open the door to disorganization and checker-boarding of the schedule -- not because the stations sought such an overall result, but because they would have been barred from an advance agreement for preventing it. In negotiating sales involving millions of dollars per transaction, the network and the advertiser would have no general assurance of clearance in the time period desired by the advertiser. It does not take much imagination to see what would happen to the stability of network television as a national circulation medium and to its effectiveness in competing with other national media under these circumstances."

(more)

On the Staff recommendations that the Commission seek legislation authorizing it to regulate networks, and that it adopt rules applied directly to networks, Mr. Sarnoff expressed his opposition as follows:

"We oppose these recommendations on the ground that they seek to extend government regulation into new areas of business enterprise without need or justification; and on the further ground that government intervention in these fields would involve it in business judgments and responsibilities which it is not equipped to handle, and which are better left to the forces of competition and a free economy.

"Experience has indicated that once the Government extends its regulation to new areas of business, the scope of regulation tends to spread and enlarge itself. An extension of regulation to new fields should not be undertaken except on the basis of a clear and compelling case that it is necessary to protect the public from injury. No such case is made out in the Report to justify the extension of regulation to networks and the Commission should reject the Staff's recommendations on this subject."

-----o-----

NBC-New York, 3/10/58



March 10, 1958

150 EXECUTIVES OF NBC ARE SELECTED TO ATTEND
NBC ADVANCED MANAGEMENT COURSE AT PRINCETON

About 150 executives of the National Broadcasting Company have been selected to attend an NBC Advanced Management Course at Princeton, N.J., Robert W. Sarnoff, President of NBC, announced today.

The course will consist of four one-week study sessions, starting March 9. About 37 executives will attend each week's session.

"This course will provide a unique opportunity for NBC executives to broaden their understanding of the company's business, its goals and major problems," Mr. Sarnoff said. "As we all realize, changing conditions, both in the broadcasting industry and within our company, dictate the necessity of reviewing regularly the overall NBC operation. Then, too, as executives progress up the managerial scale, it is necessary for them to broaden their knowledge of the areas in which we expend our major efforts. Thus, the NBC Advanced Management Program is being directed toward fulfilling these needs for a more comprehensive view of our managerial problems."

(more)

2 - NBC Advanced Management Course

The program's curriculum will consist primarily of "case discussions" centered about programming, sales, finance, facilities and other network operations. All sessions will be held at the Nassau Tavern Hotel in Princeton.

The Advanced Management Course is being conducted by the NBC Personnel Department under B. Lowell Jacobsen, Vice President, Personnel, in conjunction with Harbridge House of Boston, a consulting firm specializing in executive development programs. D. C. Wallace is coordinator.

-----O-----

NBC-New York, 3/10/58

TV PLAYWRIGHT ROD SERLING IS 'LOOK HERE'

INTERVIEW SUBJECT OF MARTIN AGRONSKY

One of television's noted playwrights -- Rod Serling, whose "Patterns" on NBC's "Kraft Television Theatre" in 1955 won both the Emmy and Sylvania Awards -- will be interviewed by NBC News commentator Martin Agronsky on NBC-TV's LOOK HERE Sunday, March 16 (3:30 p.m., EST).

The interview, on film, takes place at Serling's Hollywood home.

Serling gives Agronsky the several reasons he "pulled up his New York roots for Hollywood" and explains why he finds TV writing more "fulfilling" than any other kind of writing despite "censorship, taboos and restrictions."

Agronsky's questioning prompts Serling to discuss one of his favorite topics -- controversy on TV. Serling also talks about the television writer as self-censor. He admits to restlessness, frustration and sometimes unhappiness connected with his profession, but underscores the satisfaction he derives from entertaining people.

CALLING ALL OSCARS!

Three of this year's nominees for top acting awards from the Academy of Motion Picture Arts and Sciences have earned Oscar Awards in the past. They, and many others, will participate in the 30th annual awards ceremony of the academy Wednesday, March 26 (NBC-TV, 10:30 p.m. - 12:15 a.m., EST and Radio, 10:30 p.m. - midnight, EST).

Marlon Brando, nominated for "Sayonara," won an "Oscar" in 1955 for his performance in "Waterfront." Anna Magnani, a nominee for "Wild Is The Wind," holds an "Oscar" for "The Rose Tattoo" in 1956. Charles Laughton, a "Witness for the Prosecution" candidate, has a 25-year-old trophy for his "Private Life Of Henry VIII" in 1933.

Anthony Quinn, nominated for Best Supporting Actor, for "Wild Is The Wind," has won that title twice -- for "Viva Zapata" and "Lust for Life."



TELEVISION NEWS

March 10, 1958

'OUR DEFENSE PROGRAM' IS 'THE BIG ISSUE' FOR APRIL 13

- - -

Deputy Defense Secretary Quarles, Sen. Jackson, Rep. Mahon,
Trevor Gardner to Participate in Debate-Discussion

The nation's defense program will be the subject of the first in a series of three full-hour live debate-and-discussion sessions titled THE BIG ISSUE, to be presented by the NBC Television Network Sunday, April 13, from 3 to 4 p.m., EST.

"Our Defense Program: What Is Right and Wrong About It?" will be the initial topic. Participants will be Donald A. Quarles, Deputy Secretary of Defense; Senator Henry M. Jackson (D.- Wash.), chairman of the Joint Atomic Energy Subcommittee on Military Application and member of the Senate Armed Services Committee; Rep. George H. Mahon (D.- Tex.), chairman of the House Appropriations Subcommittee on Defense; and Trevor Gardner, former Assistant Secretary of the Air Force for Research and Development.

The first half-hour will be devoted to debate, the second half-hour to questioning of the speakers by a panel of newspapermen. Names of the panelists will be announced soon.

(more)



WASH. 11-11-54

THE HOUSE OF REPRESENTATIVES HAS PASSED A BILL TO

REPEAL THE PROHIBITION AGAINST THE SALE OF ALCOHOL

TO THE ARMY AND NAVY.

THE HOUSE HAS PASSED THE BILL BY A VOTE OF 308

TO 109. THE SENATE HAS PASSED THE BILL BY A VOTE OF

77 TO 19. THE BILL IS NOW IN THE HANDS OF THE

COMMITTEE ON SELECT COMMITTEES.

THE HOUSE HAS PASSED THE BILL BY A VOTE OF 308

TO 109. THE SENATE HAS PASSED THE BILL BY A VOTE OF

77 TO 19. THE BILL IS NOW IN THE HANDS OF THE

COMMITTEE ON SELECT COMMITTEES.

THE HOUSE HAS PASSED THE BILL BY A VOTE OF 308

TO 109. THE SENATE HAS PASSED THE BILL BY A VOTE OF

77 TO 19. THE BILL IS NOW IN THE HANDS OF THE

COMMITTEE ON SELECT COMMITTEES.

THE HOUSE HAS PASSED THE BILL BY A VOTE OF 308

TO 109. THE SENATE HAS PASSED THE BILL BY A VOTE OF

77 TO 19. THE BILL IS NOW IN THE HANDS OF THE

Lawrence Spivak of NBC's "Meet the Press" will produce the three "Big Issue" programs in association with the NBC Television Network. Spivak will serve as moderator.

The April 13 telecast will originate in NBC's Washington, D.C., studios. The second program will be presented Sunday, May 11, from 3 to 4 p.m., EDT; the third, Sunday, June 1, from 3 to 4 p.m., EDT.

Last year NBC presented a similar "Big Issue" series which investigated, in turn, the subjects of civil rights, juvenile delinquency, and inflation.

-----O-----

NBC-New York, 3/10/58

PHIL SILVERS TO BE N.Y. EMCEE FOR 'EMMY AWARDS'

Phil Silvers will emcee the New York segment of the EMMY AWARDS show to be telecast by NBC-TV live from Los Angeles and New York Tuesday, April 15 from 10 to 11:30 p.m., EST. The West Coast emcee will be announced later.

Silvers is the star of his own show which won an Emmy in 1956.

Announcement of the five nominees in each of the categories for the 10th annual Emmy Awards presentations will be made later this week.

-----O-----

MULTIPLE ASSIGNMENTS FOR SEAN MCCLORY ON 'THE CALIFORNIANS'

Sean McClory -- co-starring with Dick Coogan and Nan Leslie in current episodes of NBC-TV's THE CALIFORNIANS (Tuesdays, 10 p.m., EST) -- is being groomed to assume directorship of some future programs. Presently he is dialogue director in addition to being co-star. When the script calls for him he will appear as Jack McGivern, Vigilantes leader, but he will not be billed continuously as co-star. Nan Leslie (playing McGivern's wife in the storylines) will appear on the same basis as McClory.

-----O-----

NBC-New York, 3/10/58



NBC COLOR TELEVISION NEWS

March 10, 1958

JOANNE WOODWARD HAS ROLE IN TENNESSEE WILLIAMS 'KRAFT' PLAY

Joanne Woodward, Academy Award nominee for her performance in the movie, "The Three Faces of Eve," has joined the cast of "Moony's Kid Don't Cry," one of a trio of one-act plays on the KRAFT TELEVISION THEATRE colorcast of Wednesday, April 16 (NBC-TV, 9 to 10 p.m., EST).

Miss Woodward will play Mrs. Moony opposite Ben Gazzarra as Moony in the two-character vignette. The trio of plays entitled "Three By Tennessee," includes: "The Last of My Solid Gold Watches" and "This Property is Condemned." Ben Piazza will appear in the latter.

Sidney Lumet, who has been nominated for an Academy Award for the movie, "Twelve Angry Men," will direct "Three By Tennessee."

* * *

(more)

2 - 'Kraft Television Theatre'

TWO OF 'THREE BY TENNESSEE' ARE TV PREMIERES;

ONE PLAY WAS ON NBC BEFORE

The colorcast presentation of "The Last of My Solid Gold Watches" on KRAFT TELEVISION THEATRE Wednesday, April 16, (NBC-TV, 9-10 p.m., EST) will mark the TV revival of the one-act play on NBC. The Tennessee Williams vignette was first telecast by NBC on the "ANTA Television Playhouse" Dec. 4, 1947. The April 16 show, entitled "Three by Tennessee," includes two other one-act Williams plays -- "Moony's Kid Don't Cry" and "This Property Is Condemned." These two plays will be seen for the first time on TV.

(NOTE: In the Daily News Report of Feb. 25, it was incorrectly stated that all three plays would be telecast for the first time on April 16.)

-----o-----

NBC-New York, 3/10/58



TRADE NEWS

3-X-H

March 11, 1958

'JEFFERSON DRUM,' NEW FRIDAY NIGHT TV SERIES, WILL STAR
JEFF RICHARDS AS FIGHTING EDITOR IN WESTERN MINING TOWN

PREMIERE

JEFFERSON DRUM, a new series starring Jeff Richards as a fighting newspaper editor in a lawless gold-mining town of the West, will start on NBC-TV Friday, April 25 (8-8:30 p.m., EST).

As Jefferson Drum, Richards will portray an editor who is equally adept with a pen or a Colt 45. He prefers to settle things with an editorial, but can use a gun if necessary in his effort to make the town a decent place in which to live.

Richards, who has made 16 movies in the past few years, will be supported in the TV series by a permanent cast, including nine-year-old Eugene Martin as Drum's son, Robert Stevenson as "Big Ed" the bartender, and Cyril Delevanti as the printer.

(more)



CHRYSLER CREDIT

CHRYSLER CREDIT CORPORATION
 100 WALL STREET, NEW YORK 5, N.Y.

100-100000

CHRYSLER CREDIT CORPORATION, NEW YORK, N.Y.

CHRYSLER CREDIT CORPORATION, NEW YORK, N.Y.
 100 WALL STREET, NEW YORK 5, N.Y.

CHRYSLER CREDIT CORPORATION, NEW YORK, N.Y.
 100 WALL STREET, NEW YORK 5, N.Y.

CHRYSLER CREDIT CORPORATION, NEW YORK, N.Y.

CHRYSLER CREDIT CORPORATION, NEW YORK, N.Y.
 100 WALL STREET, NEW YORK 5, N.Y.

The series will take the time period of the "Court of Last Resort." It will be sponsored by P. Lorillard Company, makers of Old Gold cigarettes, and the Chemstrand Corporation, through their respective agencies, Lennen and Newell, Inc., and Doyle, Dane and Bernbach, Inc.

"Jefferson Drum" is produced by Goodson-Todman in cooperation with Screen Gems, Inc. The programs are filmed at Columbia studios in Hollywood and at a ranch in Topanga Canyon, Cal. Matthew Rapf is producer of the series.

Chris Nyby will direct the first two programs -- "Arrival," written by Walter Newman, and "Bad Day for a Tinhorn," by Berne Giler.

* * *

(more)

CREDITS FOR 'JEFFERSON DRUM' ON NBC-TV

CAST

Jeff Richards.....as Jefferson Drum
Eugene Martin.....as his son
Robert Stevenson.....as "Big Ed"
Cyril Delevanti.....as the printer

CREDITS

TIME: NBC-TV, Fridays, 8-8:30 p.m., EST
starting April 25, 1958

SPONSORS: P. Lorillard Company, makers of
Old Gold cigarettes, and the
Chemstrand Corporation.

AGENCIES: Lennen and Newell, Inc., for
Lorillard; Doyle, Dane and
Bernbach, Inc., for Chemstrand.

PRODUCED BY: Goodson-Todman in cooperation
with Screen Gems, Inc.

PRODUCER: Matthew Rapf.

DIRECTOR: Chris Nyby (for first two programs)

WRITERS: Various

-----o-----

NBC-New York, 3/11/58



March 11, 1958

SELECTED NBC SPECIAL PROJECTS PROGRAMS TO BE AVAILABLE
TO SCHOOLS, LIBRARIES AND OTHER INSTITUTIONS VIA FILMS

The National Broadcasting Company has signed two contracts making available films of a number of the network's outstanding Special Projects television programs. The move is designed to meet a growing volume of requests from schools, libraries and other institutions.

According to Donald B. Hyatt, under whose direction NBC's Special Projects Division completed these arrangements, Encyclopedia Britannica Films will have the distribution rights for 25 half-hour films comprising the "Wisdom" TV series. The McGraw-Hill Book Company Text Films Department will handle distribution of three feature-length Special Projects programs: "Three, Two, One -- Zero," "The Twisted Cross," and "Nightmare in Red."

The Britannica organization, whose catalogue of educational films is one of the largest in the world, is also one of the pioneers in providing motion pictures for classroom use. The "Wisdom" series is considered especially appropriate for school study since each program is a half-hour "devoted to searching the mind and personality of some of the most prominent 'doers' and thinkers of our time." The 25 half-hour TV programs include conversations with David Ben-Gurion, Vannevar Bush, Pablo Casals, Eamon de Valera, Marcel Duchamp,

(more)

2 - Special Projects

Dr. Louis Finkelstein, Robert Frost, Walter Gropius, Herbert Hoover, Dr. Ernest Jones, Wanda Landowska, Jacques Lipchitz, Jawaharlal Nehru, Sean O'Casey, Bertrand Russell, Ruth St. Denis and Ted Shawn, Carl Sandburg, Sir Osbert Sitwell, Alfred P. Sloan Jr., Edward Steichen, Igor Stravinsky, Dr. Paul Tillich, Arnold Toynbee, John Hall Wheelock and Frank Lloyd Wright.

Through the McGraw-Hill Text Film organization, which reaches the educational field at all levels, and industrial and cultural groups as well, the three "Project 20" filmed programs will be distributed. These programs, which won high critical acclaim and audience enthusiasm, are documented, authentic reports. "Three, Two, One -- Zero" is a study of the atomic age; "The Twisted Cross" recreates vividly the rise and fall of Adolf Hitler; and "Nightmare in Red" traces the history of Soviet Communism.

Information concerning either group of programs can be obtained by writing directly to: Encyclopedia Britannica Films, Wilmette, Ill., and the McGraw-Hill Book Company, Text Film Department, 330 West 42nd Street, New York City.

-----O-----

NBC-New York, 3/11/58

CREDITS FOR "THE AMERICAN THEATRE '58" ON "WIDE WIDE WORLD"

TIME: NBC-TV, Sunday, March 16, 4-5:30 p.m.,
EST.

SPONSOR (For entire
series): General Motors

AGENCY: MacManus, John & Adams, Inc.

EXECUTIVE PRODUCER: Barry Wood

PRODUCER: Alan Neuman

HOST: Dave Garroway

DIRECTOR: Van Fox

ASSOCIATE PRODUCER: David Englander

WRITER: Will Sparks

MUSIC COMPOSER AND
CONDUCTOR: David Broekman

EXECUTIVE STAFF: Arch Robb, Ed Faught, Ed Wilbur

TECHNICAL SUPERVISOR: Whitney Baston

UNIT MANAGER: Claude Traverse

FORMAT: A cross-country look at the theatre, with
Helen Hayes, Melvyn Douglas, Robert
Preston, Peter Ustinov, playwright
William Inge, producer Robert
Whitehead, director Harold Clurman,
designers William and Jean Eckart,
and others.

-----O-----

NBC-New York, 3/11/58

NBC RADIO NETWORK NEWS

March 11, 1958

COMEDY TEAM OF MIKE NICHOLS AND ELAINE MAY GETS WEEKLY SPOT
ON "NIGHTLINE"--SERIES ALSO ADDS CITIZEN'S "SOUNDING BOARD"

One of America's fastest rising young comedy teams -- Mike Nichols and Elaine May -- will have a weekly spot of its own on NBC Radio's NIGHTLINE, it was announced today by Peter Lassally, producer of "Nightline."

The pair, who will perform on the program each Wednesday at 9:10 p.m., EST, got their start only six months ago at an experimental theatre in Chicago, "The Compass." They are capable of improvising a scene lasting as long as 45 minutes on any subject suggested by the audience. After moving to New York, Nichols and May appeared in nightclubs and made an instant success on television programs, including NBC-TV's "The Jack Paar Show," "The Steve Allen Show," "Omnibus" and "The Perry Como Show."

Another new "Nightline" feature is "The Sounding Board," which will be heard Tuesdays, Wednesdays and Thursdays. Interviews will be conducted in a different city each night to present the average citizen's views on a variety of popular conversational topics.

("Nightline" is presented by NBC Radio Mondays and Thursdays, 8-10 p.m., EST and Tuesdays and Wednesdays, 8:30-10 p.m., EST.)

-----O-----



NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE

FOR APRIL, 1958

(All Times EST up to and including April 26,
And EDT beginning April 27)

Tuesday through Friday, April 1 - 4

3-4 P.M. -- NBC MATINEE THEATER.

Tuesday, April 1

8-9 P.M. -- THE EDDIE FISHER SHOW.

Wednesday, April 2

9-10 P.M. -- KRAFT TELEVISION THEATRE -- "Man in Authority."

Thursday, April 3

7:30-8 P.M. -- TIC TAC DOUGH -- With Jay Jackson as emcee.

10-10:30 P.M. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- With
John Raitt.

Saturday, April 5

8-9 P.M. -- THE PERRY COMO SHOW -- With guests Alan King and
Hedda Hopper.

10:30-11 P.M. -- YOUR HIT PARADE -- Jill Corey, Virginia Gibson,
Alan Copeland and Tommy Leonetti are featured.

Sunday, April 6

2-4 P.M. -- NBC OPERA COMPANY -- "Cosi Fan Tutte," Mozart's
comedy opera in English, will be this season's final pro-
duction and will feature Phyllis Curtin, Frances Bible,
Helen George, James Pease, John Alexander and Mac Morgan.

(more)

2 - NBC Color Telecast Schedule

Sunday, April 6 (Cont'd)

7-7:30 P.M. -- MY FRIEND FLICKA.

8-9 P.M. -- THE STEVE ALLEN SHOW.

9-10 P.M. -- THE DINAH SHORE CHEVY SHOW.

Monday through Friday, April 7-11

3-4 P.M. -- NBC MATINEE THEATER.

Monday, April 7

7:30-8 P.M. -- THE PRICE IS RIGHT -- With Bill Cullen as emcee.

Tuesday, April 8

8-9 P.M. -- THE GEORGE GOBEL SHOW -- With guests Rosemary Clooney and Tom d'Andrea.

Wednesday, April 9

9-10 P.M. -- SWING INTO SPRING -- Benny Goodman and his band, Harry James, Ella Fitzgerald, Dave Garroway, jazz musician Ralph Burns, dancers Bambi Linn and Rod Alexander, Jo Stafford, vibes player Red Norvo, pianist Teddy Wilson and the singing McGuire Sisters are among the personalities participating in this special tribute to Goodman.

Thursday, April 10

7:30-8 P.M. -- TIC TAC DOUGH.

10-10:30 P.M. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

Saturday, April 12

8-9 P.M. -- THE PERRY COMO SHOW -- With Bob Hope, Carol Channing, Johnny Puelo and His Harmonica Rascals as guests.

10:30-11 P.M. -- YOUR HIT PARADE.

Sunday, April 13

7-7:30 P.M. -- MY FRIEND FLICKA.

8-9 P.M. -- THE STEVE ALLEN SHOW.

9-10 P.M. -- THE DINAH SHORE CHEVY SHOW.
(more)

3 - NBC Color Telecast Schedule

Monday through Friday, April 14 - 18

3-4 P.M. -- NBC MATINEE THEATER.

Monday, April 14

7:30-8 P.M. -- THE PRICE IS RIGHT

Tuesday, April 15

8-9 P.M. -- THE EDDIE FISHER SHOW -- Bob Hope is guest tonight.

9-10 P.M. -- THE JERRY LEWIS SHOW.

Wednesday, April 16

9-10 P.M. -- KRAFT TELEVISION THEATRE - "Three by Tennessee" --

three vignettes by Tennessee Williams will be presented.

Ben Gazzara, Ben Piazza and Joanne Woodward will be among
the stars.

Thursday, April 17

7:30-8 P.M. -- TIC TAC DOUGH.

10-10:30 P.M. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- Spring
Byington is guest.

Saturday, April 19

8-9 P.M. -- THE PERRY COMO SHOW -- With Marge and Gower Champion
and George Sanders.

10:30-11 P.M. -- YOUR HIT PARADE.

Sunday, April 20

7-7:30 P.M. -- MY FRIEND FLICKA.

8-9 P.M. -- THE STEVE ALLEN SHOW.

9-10 P.M. -- THE DINAH SHORE CHEVY SHOW.

Monday through Friday, April 21 - 25

3-4 P.M. -- NBC MATINEE THEATER.

Monday, April 21

7:30-8 P.M. -- THE PRICE IS RIGHT.
(more)

4 - NBC Color Telecast Schedule

Tuesday, April 22

8-9 P.M. -- THE GEORGE GOBEL SHOW.

Wednesday, April 23

9-10 P.M. -- KRAFT TELEVISION THEATRE.

Thursday, April 24

7:30-8 P.M. -- TIC TAC DOUGH.

10-10:30 P.M. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

Friday, April 25

9:30-11 P.M. -- HALLMARK HALL OF FAME - "Dial M for Murder,"
starring Maurice Evans.

Saturday, April 26

8-9 P.M. -- THE PERRY COMO SHOW.

10:30-11 P.M. -- YOUR HIT PARADE.

Sunday, April 27 (Note: Daylight Saving Time starts)

7-7:30 P.M., EDT -- MY FRIEND FLICKA.

8-9 P.M., EDT -- THE STEVE ALLEN SHOW.

9-10 P.M., EDT -- THE CHEVY SHOW.

Monday through Wednesday, April 28 - 30

3-4 P.M., EDT -- NBC MATINEE THEATER.

Monday, April 28

7:30-8 P.M., EDT -- THE PRICE IS RIGHT.

Tuesday, April 29

8-9 P.M., EDT -- THE EDDIE FISHER SHOW.

Wednesday, April 30

9-10 P.M., EDT -- KRAFT TELEVISION THEATRE.

-----O-----

NBC-New York, 3/12/58

ALEXANDER SCOURBY TO HAVE ROLE OF THE KING IN TELECAST OF
"THE SLEEPING BEAUTY" ON "SHIRLEY TEMPLE'S STORYBOOK"

Broadway actor Alexander Scourby will play the role of the King in NBC-TV's forthcoming filmed presentation of "The Sleeping Beauty" on SHIRLEY TEMPLE'S STORYBOOK.

The teleplay of the classic has been written by Margaret Fitts and will be directed by Mitch Leisen, executive consultant for the series. The telecast date for "The Sleeping Beauty" will be announced.

Scourby is a veteran performer, who has played leading roles in many of television's top dramatic series. He has appeared in hit Broadway shows, including "Detective Story" and "Darkness at Noon".

"Shirley Temple's Storybook" is produced by Henry Jaffe Enterprises, Inc., in association with Screen Gems, Inc. Alvin Cooperman is the producer for the series.

-----O-----

NATHANIEL NORSEN WEINREB, NBC-TV STORY ANALYST, WRITES NOVEL

"The Copper Scrolls," a new novel by Nathaniel Norsen Weinreb, a story analyst in the NBC-TV Program Department, will be published by G.P. Putnam's & Sons on April 7. Mr. Weinreb spent two years in research for the novel, said to be the first fictional account of the actual production of the Old Testament scrolls recently uncovered in the Near East. Mr. Weinreb also is the author of "The Babylonians," which has been bought for motion picture use.

-----O-----

NBC-New York, 3/12/58

LANA TURNER AND ANTHONY QUINN TO PRESENT 'OSCARS' FOR
BEST SUPPORTING PERFORMERS IN ANNUAL AWARDS CEREMONIES

Lana Turner and Anthony Quinn will present the "Oscar" trophies for the Best Supporting Actor and Best Supporting Actress, respectively, at the 30th annual awards ceremony of the Academy of Motion Picture Arts and Sciences Wednesday, March 26 (NBC-TV, 10:30 p.m.-12:15 a.m., EST, and NBC Radio, 10:30 p.m.-midnight, EST).

Miss Turner is a nominee for the Best Actress award for her performance in "Peyton Place" and Mr. Quinn, recipient of the Best Supporting Actor "Oscar" last year, currently is a candidate in the Best Actor category for his performance in "Wild Is the Wind."

-----O-----

PRAISE FOR HUNTLEY

"Chet Huntley (NBC News Commentator) is doing a marvelous job...he's about the best news broadcaster on the air right now"-- Senator Joseph O'Mahoney (D-Wyo.) on NBC-TV's TODAY show (Monday, March 10).

-----O-----

NBC-New York, 3/12/58

DANNY THOMAS (IN HOLLYWOOD), PHIL SILVERS (IN N.Y.)
TO BE CO-EMCEES ON 'EMMY AWARDS' TELECAST

Danny Thomas and Phil Silvers have been named as co-emcees of the 10th Annual EMMY AWARDS program which will originate over NBC-TV from the Cocoanut Grove in Los Angeles and the 7th Regiment Armory in New York Tuesday, April 15 (10 to 11:30 p.m., EST). Thomas will emcee the Hollywood segment and Silvers the New York portion.

William Kayden will be overall producer, while William Bennington and Craig Allen will direct, in Hollywood and New York, respectively. Kayden and Bennington have been associated with the "Emmy Awards" telecast since its inception four years ago on the full NBC Television Network.

-----O-----

NBC-New York, 3/12/58



TELEVISION NEWS

March 13, 1958

NBC'S BARRY WOOD WILL MEET WITH EUROVISION OFFICIALS TO PLAN
11-NATION TELECAST OF "A TRIP THROUGH EUROPE IN THE SPRING";
"WIDE WIDE WORLD" WILL SHOW THE PROGRAM LATER IN U.S.A.

Barry Wood, executive producer of NBC-TV's WIDE WIDE WORLD, will meet with Eurovision officials in Brussels March 17-19 to plan an unprecedented, 90-minute program that will be telecast from 11 European countries and rebroadcast in the United States.

The program, described as "a nostalgic trip through Europe in the Spring," will be telecast Sunday, May 11, on the Eurovision network and will be presented in the U.S.A. via kinescope on the "Wide Wide World" program of Sunday, June 8 (NBC-TV, 4-5:30 p.m., EDT).

It will be the first Eurovision program to be shown in the United States. It will also be the first to include a series of remote pickups, in the noted manner of "Wide Wide World," from each of the 11 countries that make up the Eurovision network.

"We'll focus on people, rather than places," Mr. Wood says. "We'll show the people of Europe as they enjoy a Sunday afternoon in the Spring -- as they might be seen by an American visiting Europe for the first time."

"I think television is well-suited to the job of introducing one people to another. I hope that this will be the start of a continuing interchange of 'people-to-people' programs between Europe and America."

(more)

The European show will open new horizons for "Wide Wide World," which has pioneered in live telecasts from all parts of the U.S. and from Canada, Mexico, Cuba and the Bahamas. The series, which is sponsored by General Motors, has been rebroadcast by kine-scope in Italy, Switzerland and other countries.

Mr. Wood leaves for Brussels on Sunday, March 16, and will be accompanied by Ted Rogers, a producer of "Wide Wide World," and Harold Azone, a writer. They will work out details of the show with programming officials from all 11 member countries of Eurovision.

The program was first outlined by Mr. Wood a year ago in Italy at a meeting attended by representatives of the Eurovision countries -- Austria, Belgium, Denmark, France, Germany, Great Britain, the Netherlands, Italy, Luxembourg, Monaco and Switzerland.

-----O-----

NBC-New York, 3/13/58



TELEVISION NEWS

March 13, 1958

NOMINATIONS ANNOUNCED FOR 'EMMY AWARDS'; 'THE GREEN PASTURES'
AND 'THE GENERAL MOTORS 50TH ANNIVERSARY SHOW' AMONG
CANDIDATES FOR BEST SINGLE PROGRAM OF THE YEAR

"The Green Pastures" and "The General Motors 50th Anniversary Show," both colorcast over NBC-TV, are among the candidates for Best Single Program of the Year in the nominations for the 1957 Emmy Awards, announced yesterday by the National Academy of Television Arts and Sciences. NBC-TV will telecast the EMMY AWARDS presentations live from Los Angeles and New York Tuesday, April 15 from 10 to 11:30 p.m., EST.

"The Green Pastures" colorcast on "Hallmark Hall of Fame," also won nominations in the Best Teleplay Writing (One Hour or More) category for author Marc Connelly and in the Best Direction (One Hour or More) category for director George Schaefer. "The General Motors 50th Anniversary Show" was also nominated for Best Live Camera Work.

NBC-TV won four of the five nominations in three categories: Best Musical, Variety, Audience Participation, or Quiz Series; Best Continuing Performance (Male) by a Person Who Essentially Plays Himself; and Best Art Direction. In the first, nominees were "The Dinah Shore Chevy Show," "The Perry Como Show," "The Steve Allen Show" and "The Jack Paar Show." Best Continuing Male Performer nominees were Steve Allen, Sid Caesar, Perry Como and Jack Paar. In

(more)

2 - 'Emmy Awards'

the Best Art Direction category, nominees were Howard E. Johnson, "Wagon Train"; Robert Kelly, "The George Gobel Show Starring George Gobel with Eddie Fisher"; Don Shirley, "The Perry Como Show"; Rouben Ter-Arutunian, "Twelfth Night" on "Hallmark Hall of Fame."

NBC-TV nominees in other categories are as follows:

Best Dramatic Series With Continuing Characters
-- "Wagon Train."

Best Dramatic Anthology Series -- "Hallmark
Hall of Fame."

Best Comedy Series -- "The Bob Cummings
Show," "Caesar's Hour,"
"Father Knows Best."

Best Public Service Program or Series --
"Bell System Science
Series," "Omnibus," "Wide
Wide World."

Best Single Performance (Actor) -- Peter Ustinov
("The Life of Samuel
Johnson" on "Omnibus"),
David Wayne ("Heartbeat" on
"Suspicion"), Ed Wynn ("On
Borrowed Time" on "Hallmark
Hall of Fame").

Best Single Performance (Actress) -- Helen Hayes
("Mrs. Gilling and the
Skyscraper" on "Alcoa Hour").

Best Continuing Performance by an Actor in a
Leading Role in a Dramatic
or Comedy Series -- Bob
Cummings on "The Bob Cummings
Show," Robert Young on
"Father Knows Best."

Best Continuing Performance by an Actress in a
Leading Role in a Dramatic
or Comedy Series -- Jane
Wyatt in "Father Knows Best."

Best Continuing Supporting Performance by an Actor
in a Dramatic or Comedy Series
-- Louis Nye on "The Steve Allen
Show," Carl Reiner on "Caesar's
Hour."

(more)

3 - 'Emmy Awards'

Best Continuing Supporting Performance by an Actress in a Dramatic or Comedy Series -- Pat Carroll on "Caesar's Hour," Ann B. Davis on "The Bob Cummings Show," Marion Lorne on "Sally."

Best Continuing Performance (Female) by a Person Who Essentially Plays Her-self -- Dody Goodman on "The Jack Paar Show," Dinah Shore on "The Dinah Shore Chevy Show," Loretta Young on "The Loretta Young Show."

Best News Commentary (Regularly Scheduled) -- Chet Huntley and David Brinkley.

Best Musical Contribution for Television -- Mitchell Ayres (musical direction, "The Perry Como Show"), Robert Russell Bennett (arranging and conducting "The Innocent Years" on "Project 20").

Best Teleplay Writing (Half Hour or Less) -- Roswell Rogers and Paul West, "Father Knows Best"; Morton Wishengrad, "Frontiers of Faith."

Best Teleplay Writing (One Hour or More) -- Marc Connelly ("The Green Pastures" on "Hallmark Hall of Fame"), James Lee ("The Life of Samuel Johnson" on "Omnibus").

Best Comedy Writing -- Ernie Kovacs, "Ernie Kovacs (no dialogue) Show"; Mel Tolkin, Larry Gelbart, Mel Brooks, Neil Simon, Sheldon Keller, Mike Stewart and Gary Belkin, "Caesar's Hour"; Roswell Rogers, "Father Knows Best."

Best Direction (Half Hour or Less) -- Bill Hobin, "Your Hit Parade"; Peter Tewksbury, "Father Knows Best."

(more)

Best Direction (One Hour or More) -- Bob Banner,
"The Dinah Shore Chevy Show";
George Schaefer, "The Green
Pastures" on "Hallmark Hall
of Fame."

Best Cinematography for Television -- Norbert
Brodine, "The Loretta Young
Show"; George E. Diskant,
"Alcoa-Goodyear Hour";
Harold E. Wellman, "Bell
System Science Series."

Best Live Camera Work -- "Annie Get Your Gun,"
"General Motors 50th
Anniversary Show," "Wide
Wide World" (entire series)

Best Editing of a Film for Television --
Samuel E. Beetley, "The
Tinhorn" on "Alcoa-Goodyear
Hour."

Best New Program Series of the Year -- "The
Jack Paar Show," "Wagon
Train."

Best Coverage of an Unscheduled Newsworthy
Event -- NBC coverage of
the integration story in
Little Rock and other
Southern cities; NBC coverage
of the first Russian sputnik
and the U.S. satellite
launching efforts.

Best Engineering or Technical Achievement --
Chroma Key System developed
by Frank Gaskins and
associates at NBC and used
for color inserts on "The
Dinah Shore Chevy Show" and
"The George Gobel Show
starring George Gobel with
Eddie Fisher" from California;
live pickup from Havana over
the horizon; engineering and
camera techniques on "Wide
Wide World" used in the
mountains, in the air, and in
and on the sea.

-----O-----



TELEVISION NEWS

March 13, 1958

'DECISION FOR RESEARCH,' NEW NBC EDUCATIONAL TV SERIES, DESIGNED
TO INTEREST YOUTH IN MEDICAL AND SCIENTIFIC RESEARCH CAREERS

In an effort to interest young people in pursuing careers in medical and scientific research, the National Broadcasting Company and the Educational Television and Radio Center at Ann Arbor, Mich., will telecast a 13-week program series direct from the New York University College of Medicine in New York City.

The venture, titled DECISION FOR RESEARCH, will be one of three 13-week program series to be sent out live to the country's interconnected educational TV stations over NBC's regular network facilities this Spring as part of the continuing Educational Television Project. (Many NBC affiliated stations will carry one, two or all of the programs on a delayed basis by kinescope.)

"Decision for Research" will be telecast Monday, starting March 24 (6-6:30 p.m., EST), each session dealing with some facet of a problem in basic research. It will be produced in collaboration with the American Heart Association, assisted by a grant from E. R. Squibb & Sons. Medical and scientific specialists and student researchers will be regular on-camera participants in normal laboratory atmosphere. Dr. Jerome Metzner, head of the department of biology, Bronx High School of Science, New York City, will be weekly host.

(more)

The initial telecast, "The Mysterious Pulse," will be an investigation of the nature of the heartbeat at its source. Dr. Charles Kossman, associate professor of medicine, New York University College of Medicine, will be guest.

The second session (March 31), "When Pathways Divide," will deal with the nature and operating technique of a research team. Dr. Chandler Brooks, chairman and professor of physiology, State University of New York, will be guest.

The third session (April 7), "Intruder in the Life Stream," will explore a mysterious system of "scavenger" cells in the body. Dr. John Heller, of the New England Institute for Medical Research, will be guest.

Subsequent programs will be "The Reluctant Host," the search for a way to transplant human tissue; "Mystery in the Dark," the significance of life in the absence of oxygen; "The Unknown Quantity," investigation of how cells are created; "The Nature of the Enemy," the attempts to discover the nature of the strep virus; "Machinery for Discovery," the role of the physicist and engineer in solving the problems of life; "A Problem in Diagnosis," the story of the development of techniques to examine the living heart without surgery; "Background for Surgery," the miracle of open-heart surgery and the basic research behind it; "Pathways to the Future," a summary of the kinds of scientist needed to solve today's medical problems and a doctor's vital dependence upon basic research.

Richard Lukin will be the producer, Robert Rippen the director and George Lefferts the writer.

(more)

3 - Educational TV

As outlined by Lukin, the premise of "Decision for Research" will be that there are many talented students who need only to be exposed to the field, and that the greatest single motivating force behind the career researcher is the experience of having done research. "Our job will thus be to bring to the viewer the flavor of investigative work, some idea of the atmosphere in which it takes place, and of the exciting world it represents," Lukin said.

"In the most personal terms we can find, we will communicate the gratifications of minute, detailed achievement, the relationship of the researcher to other scientists and to society; the stature, prestige and dignity of the profession; and, most particularly, mankind's desperate need for basic research in the coming generation.

"We feel that the major excitement of research lies not in the past, nor even in the current work. Our technique will be, instead, to state and examine some of the elusive frustrating questions that still remain unanswered after so many hundreds of years of investigation -- questions upon which life and happiness so immediately depend."

The Educational Television Project, launched March 11, 1957, brought into being the first live programming ever to be produced expressly for educational TV stations on a nationwide basis. It is under the overall supervision of Edward Stanley, NBC Director of Public Affairs. Brice Howard is the executive producer, and Edward Cohen the Center representative.

(more)

4 - Educational TV

Following is a list of educational TV stations currently on the air:

WBIQ, Birmingham, Ala.; WTIQ, Munford, Ala.; WAIQ, Andalusia, Ala.; KQED, San Francisco; KRMA-TV, Denver, Colo.; WTHS-TV, Miami, Fla.; WETV, Atlanta, Ga.; WTTW, Chicago; WILL-TV, Urbana, Ill.; WYES, New Orleans, La.; WGBH-TV, Boston; WTVS-TV, Detroit; WKAR-TV, East Lansing, Mich.; KTCA, St. Paul, Minn.; KETC, St. Louis, Mo.; KUON-TV, Lincoln, Neb.; WUNC-TV, Chapel Hill, N.C.; WCET, Cincinnati, Ohio; WOSU-TV, Columbus, Ohio; KETA, Norman (Oklahoma City), Okla.; KOAC-TV, Corvallis, Ore.; WHYI-TV, Philadelphia; WQED, Pittsburgh, Pa.; WKNO-TV, Memphis, Tenn.; KUHT, Houston, Tex.; KUED, Salt Lake City, Utah; KCTS-TV, Seattle, Wash.; WHA-TV, Madison, Wis., and WMVS-TV, Milwaukee, Wis.

-----O-----

NBC-New York, 3/13/58



TELEVISION NEWS

March 13, 1958

Attention: Women's Page Editors and TV Editors

SIX NOTED AMERICAN FASHION DESIGNERS TO RECEIVE "TODAY'S"
SECOND ANNUAL ACHIEVEMENT AWARDS

The second annual "Today" American Designer Awards for fashion achievement will be presented to six noted fashion designers on NBC-TV's TODAY Friday, March 28 at 8:35 a.m., EST.

The winners, chosen on the basis of a "Today" survey of nearly 200 fashion and women's page editors of newspapers throughout the country, are:

Most Original Designer -- Pauline Trigere; Best Interpreter of Current Trends -- Adele Simpson; Most Promising New Designers -- Luis Estevez and Arnold Scaasi (tied); High Fashion, Mass Produced at a Low Price -- Evelyn Dawson of Suzy Perette; Best Accessories Designer -- Adolfo of Emme, Inc.; Best Sportswear Designer -- Mr. John of Suburbia, U.S.A.

"Today" also will present a special fashion show in which these designers, will comment on some of their outstanding creations.

"Today" fashion reporter Lissa Charell said that store presidents voted for last year's winners, but it was felt this year that women's editors better reflected the feelings of millions of readers who wrote for advice on personal fashion problems and who looked to these editors for help.

(more)

"The results were most gratifying," said Miss Charell. "The editors showed that, like 'Today,' they were not dedicated to dressing any one type or class of American woman, but took into consideration the fact that women all over this country want to look well whether they are pounding a typewriter, pouring at teas or feeding the children. They want clothes that look well but do not get in the way of a busier American life."

Miss Charell wrote the following analyses of the winning designers:

Most Original Designer -- Pauline Trigere. The name Trigere is synonymous with the new and original. Working in the ready-to-wear field, she has made her advanced and artistic creations available to a wider public than has previously been able to obtain original high fashion models. Without resorting to bizarre designs, and always within the limits of good taste, she has combined an inventive cut and an adventurous use of fabric. Designs from her Summer collection will be shown for the first time on the March 28 fashion show.

Best Interpreter of Current Trends -- Adele Simpson.

Fundamental wearability is the keynote of Mrs. Simpson's clothes. While living up to the current trends, her clothes manage to look "pretty" and womanly. They are never fashion for the sake of being fashionable, but dedicated to dressing the busy American woman in a way that keeps her feminine and lovely -- and still practical for a many-faceted life.

(more)

Most Promising New Designers -- Luis Estevez and Arnold

Scaasi (a tie). Luis Estevez of Grenelle-Estevez has skyrocketed to the top of the world of fashion. His young and sophisticated ideas express the style needs of a young American way of life. He is known for his arresting, original necklines, and his highly sophisticated designs produced at prices well below the expected scale of such high fashion.

Arnold Scaasi is known to the trade as "Scaasi." In the business only a few short years, Scaasi is a young exponent of glamour in fashion. His collections are a Hollywood production in themselves, with models bestowing roses on the audience.

High Fashion, Mass Produced at a Low Price -- Evelyn Dawson

of Suzy Perette. Suzy Perette is a New York firm producing 1,000 new and up-to-the-minute style models every year to be mass-produced and sold at the moderate price usually reserved for clothes of tested silhouettes. This firm credits the average American woman with enough spirit of adventure and advanced fashion knowledge to want the latest trends on a modest budget.

Best Accessories Designer -- Adolfo of Emme, Inc. For his

fresh and decorative contribution to the most decorative of all fashions: the hat. The current trend for hats made of flowered silk instead of being merely trimmed with flowers, the vogue for the tall turban and some of the most becoming of the new cloche hats are ideas launched by Adolfo that have become widely adopted fashion.

(more)

4 - 'Today' -- Designer Awards

Best Sportswear Designer -- Mr. John of Suburbia, U.S.A.

Mr. John P. John, world-famous couturier-milliner whose creations bear the label, "Mr. John," opened a new firm called "Suburbia, U.S.A.," which is located in New York City's garment district but boasts the elegant atmosphere of his swank 57th Street custom salon. Mr. John has recognized that a new way of suburban living is influencing America. It was the demand for more appropriate dressing for this life that created his new firm. His designer skirts and sportswear start at \$15 retail and go up to \$100.

* * *

'TODAY' TO PRESENT TWO FASHION SHOWS

NBC-TV's "Today" is the only network television program which presents weekly fashion shows and daily news reports of special interest to women -- particularly fashion news.

During the week of March 24 there will be two fashion shows. An Easter fashion show for children will be presented Wednesday, March 26, and the second annual "Today" American Designer Awards fashion show, on Friday, March 28.

* * *

("Today" is telecast Monday through Friday, 7-10 a.m., EST, on the NBC Television Network, except WRCA-TV; WRCA-TV only, 7-9 a.m., EST.)

-----O-----

NBC-New York, 3/13/58

NEW ASSIGNMENTS ANNOUNCED FOR THREE NBC NEWS CORRESPONDENTS

Three assignment changes among NBC News correspondents -- one involving a foreign correspondent -- were announced today by William R. McAndrew, Vice President, News, of NBC.

They are Frank Bourgholtzer, Central European correspondent, Vienna; John Chancellor, roving reporter, Chicago; and Sander Vanocur, Washington correspondent.

Bourgholtzer will return in June to the Washington staff, McAndrew said, to utilize there his broad European experience. He has been overseas for NBC News since 1953, serving previously in France and Germany. He is a 12-year veteran with NBC News, and his top assignments have included covering the White House for six years, the Geneva Conference in 1955 and the Hungarian revolt last year.

Chancellor will leave Chicago in May for Vienna to relieve Bourgholtzer, McAndrew said. The 30-year-old newsman has been with NBC News since 1950, operating out of the Chicago bureau. He was a mainstay of the network's Little Rock coverage, and was a floorman at the 1956 political conventions.

Vanocur, McAndrew said, will take over for Chancellor at Chicago in mid-April. Vanocur came to NBC News last year from the New York Times. Before that, he worked for CBS News and the Manchester Guardian, both in London. With NBC News, he has covered various Washington beats and the Venezuelan uprising for Chet Huntley's "Outlook" show.

-----O-----

NBC-New York, 3/13/58

NANCY MARCHAND CAST AS THE QUEEN IN "SHIRLEY TEMPLE'S STORYBOOK"

PRESENTATION OF "THE SLEEPING BEAUTY" ON NBC-TV

Nancy Marchand has been signed to play the role of the Queen in NBC-TV's upcoming film presentation of "The Sleeping Beauty" on SHIRLEY TEMPLE'S STORYBOOK series. Miss Marchand will play opposite Alexander Scourby (who will be the King) in the classic fairy story, adapted for television by Margaret Fitts.

Miss Marchand recently completed a leading role in the Broadway production "Miss Isobel." Last month she appeared opposite Milton Berle in the comedian's first dramatic telecast on "Kraft Television Theatre."

"The Sleeping Beauty" will be telecast on a date yet to be selected. It will be produced by Henry Jaffe Enterprises, Inc., in association with Screen Gems, Inc., and will be the first video production to be directed by Mitch Leisen.

-----O-----

FOOTLIGHTS BECKON LORRAINE BENDIX

Lorraine Bendix, William Bendix' real-life daughter who enacts the role of his niece on NBC-TV's THE LIFE OF RILEY, journeys east this Summer for six weeks of Summer stock in Connecticut.

-----O-----

NBC-New York, 3/13/58



TRADE NEWS

March 14, 1958

BEHLEN MANUFACTURING COMPANY, IN INITIAL ENTRY INTO NETWORK RADIO,
SIGNS 'THIS FARMING BUSINESS' ON NBC FOR 52 WEEKS

In its initial entry into network radio, the Behlen Manufacturing Company of Columbus, Neb., has signed a long-term contract with NBC Radio, it was announced today by William K. McDaniel, Vice President of Radio Network Sales.

The Behlen organization, which manufactures metal products engineered for farm and industry, will sponsor "This Farming Business" for 52 weeks. The program, featuring Alex Dreier and Lloyd Burlingham, is presented by NBC Radio on Saturdays at 8-8:15 a.m., EST.

Starting date of the contract was March 1. The order was placed through Potts-Woodbury, Inc., of Kansas City, Mo.

-----O-----



March 14, 1958

CHET HUNTLEY TO VISIT ISRAEL FOR TWO NBC-TV 'OUTLOOK' FEATURES;
OTHER NBC NEWS STAFFERS GOING TO SWEDEN, ITALY AND BELGIUM

Chet Huntley will go to Israel next week for two OUTLOOK shows in connection with that country's 10th anniversary celebration.

Huntley's trip will be part of a series of trips being taken by staffers for the NBC News show. Others will go to Sweden, Italy and Belgium.

While Huntley is gone -- from March 19 to 26 -- David Brinkley will handle "NBC News" (The Huntley-Brinkley Report) alone on NBC-TV.

Chet will conduct filmed interviews with Maj. Gen. Chaim Laskov, youthful Israeli Army Chief of Staff, and Dr. David Ernst Bergmann, head of Israel's atomic energy commission.

Laskov will be asked about the training of new arrivals into the Israeli Army and Dr. Bergmann about Israel's atomic future. The shows are tentatively scheduled for presentation May 4 and 11.

Going to Israel also for the story are director Jack Sughrue and cameraman Tom Priestley.

Producer Reuven Frank will send film director George Murray and news editor Eliot Frankel to Sweden for a civil defense story in April. Munich cameraman Joe Oexle will join them to shoot underground Swedish shelters, hewn out of rock, capable of housing destroyers and whole factories from air attack.

(more)

1. *Journal of the American Medical Association*, 1990; 263: 1001-1005.

In Italy, cameraman Mort Heilig is already busy on an "Outlook" feature on industrial recovery. Most of his shooting is in the Milan area.

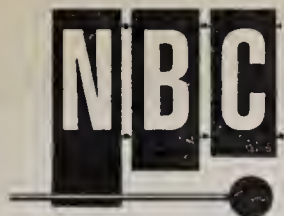
The NBC expedition to Belgium actually will be for coverage of the Brussels Fair in mid-April for the Huntley-Brinkley show, which Frank also produces. But parts of the footage, Frank said, may find their way into an "Outlook" show.

David Brinkley will cover the Brussels Fair, reporting nightly on film to the Huntley-Brinkley show. George Murray will be on hand to help and John Peters, cameraman from the London bureau, will shoot the film.

Incidentally, producer Frank is going nowhere. On his door is a large sign which reads: "Chief Dispatcher."

-----o-----

NBC-New York, 3/14/58



TELEVISION NEWS

March 14, 1958

EASTWARD, HO(PE)! STAR OFF TO RUSSIA TO FILM NBC 'BOB HOPE SHOW'

Bob Hope is sure he won't have any trouble with the language barrier during his Moscow visit -- "unless they ask me something," he quipped just before his departure to Russia yesterday (March 13).

The comedian will film a show in Moscow for telecasting in the United States on the NBC-TV BOB HOPE SHOW Saturday, April 5 (9-10 p.m., EST).

Hope will feature top Russian attractions with universal entertainment appeal, as headliners of his show. He hopes to sign outstanding Soviet performers already known to American audiences. They include the Moiseyev dancers, who will perform in New York City in April; the famous clown Popoff, and the Red Army Chorus. Hope will start auditioning talent soon after his arrival in Moscow today.

Hope and his Soviet troupe will film the NBC-TV show in a Moscow theatre on March 17 and 18 with officials of the United States Embassy and the Russian government -- and their families -- as the audiences.

On March 5, Hope received Russian permission to visit Moscow, and was assured of full Government cooperation in filming a TV show in a Moscow theatre including the services of top Soviet film and audio technicians.

(more)

Hope said his NBC-TV film will not be censored after it is completed. However, he has been asked to submit a copy of his opening monologue to officials before he presents it on the show. He will have an interpreter on hand to translate his talk into Russian for the benefit of the native audiences.

In addition to filming his NBC-TV program, Hope will preview his motion picture "Paris Holiday" for members of the Soviet government and for the international diplomatic and press corps.

Hope is scheduled to return to the United States on March 21. The April 5 "Bob Hope Show," sponsored by Johnson Motors, will pre-empt "The Polly Bergen Show" (9-9:30 p.m., EST) for this date only and will fill an open half-hour (9:30-10 p.m., EST) reserved for filmed anthology series starting April 12.

-----O-----

NBC-New York, 3/14/58



NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE

MARCH 23-29 All Times EST

Sunday, March 23

8-9 p.m. -- THE STEVE ALLEN SHOW -- Guests are Anita Ekberg, Alan Young, Joni James, John W. Bubbles and singer Tommy Prisco.
9-10 p.m. -- THE DINAH SHORE CHEVY SHOW -- Peter Lawford, Tony Martin and special guest Betty Hutton.

Monday, March 24

3-4 p.m. -- NBC MATINEE THEATER -- "End of the Rope."
7:30-8 p.m. -- THE PRICE IS RIGHT -- Bill Cullen is emcee.
9:30-11 p.m. -- HALLMARK HALL OF FAME -- Julie Harris and Christopher Plummer in "Little Moon of Alban," an original teleplay by James Costigan. Also starring Barry Jones, Frank Conroy and George Peppard.

Tuesday, March 25

3-4 p.m. -- NBC MATINEE THEATER -- "O'Rourke's House."
8-9 p.m. -- THE GOBEL-FISHER SHOW -- Tonight's guests are Jonathan Winters, Joan Davis and Pat Suzuki.

Wednesday, March 26

3-4 p.m. -- NBC MATINEE THEATER -- "The Alleyway."

(more)

2 - NBC Color Telecast Schedule

Wednesday, March 26 (Cont'd)

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Angry Angel," by Alfred Brenner, starring Audra Lindley, Lawrence Weber, Helen Stenborg and John Gibson, and introducing Lynn Loring

Thursday, March 27

3-4 p.m. -- NBC MATINEE THEATER -- "The Vagabond."

7:30-8 p.m. -- TIC TAC DOUGH -- Jay Jackson is emcee.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- Salvatore Baccaloni is tonight's guest.

Friday, March 28

3-4 p.m. -- NBC MATINEE THEATER -- "The Silver Spider."

Saturday, March 29

8-9 p.m. -- THE PERRY COMO SHOW -- With guests Frankie Laine, Teresa Brewer and Count Basie and his Orchestra with Joe Williams.

10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia Gibson, Alan Copeland and Tommy Leonetti.

PLEASE NOTE: CHANGE IN APRIL COLOR SCHEDULE:

Please delete: MY FRIEND FLICKA (7:00-7:30 p.m., EDT) on Sunday, April 27.

CAST AND CREDITS FOR "DICK WHITTINGTON AND HIS CAT"
ON "SHIRLEY TEMPLE'S STORYBOOK" SUNDAY, MARCH 23
(NBC-TV, 6:30-7:30 P.M., EST)

PROGRAM: "Dick Whittington and His Cat" (On film).
SERIES: SHIRLEY TEMPLE'S STORYBOOK
TIME: NBC-TV, Sunday, March 23, 6:30-7:30 p.m.,
EST.
STORYTELLER: Shirley Temple
STARS: Jack Dimond, Martyn Green, Judi Meredith,
Sebastian Cabot and Ashley Cowan.
PRODUCTION BY: Henry Jaffe Enterprises, Inc., in associa-
tion with Screen Gems, Inc.
PRODUCER: Alvin Cooperman
DIRECTOR: Robert B. Sinclair
TELEPLAY ("based" on
the Dick Whittington
legend) BY: Frank Gabrielson
ASSOCIATE PRODUCER AND
STORY EDITOR: Norman Lessing
EXECUTIVE CONSULTANT: Mitchell Leisen
THEME SONG BY: Mack David and Jerry Livingston.
MUSIC SUPERVISOR: Morris Stoloff
PHOTOGRAPHY: Gert Andersen, A.S.C.
ART DIRECTOR: William Flannery
SUPERVISING EDITOR: Richard Fantl

(more)

2 - 'Dick Whittington and His Cat' -- Cast and Credits

FILM EDITOR: Henry Batista

COSTUME DESIGNER: Gwen Wakeling

SET DECORATOR: Sidney Clifford

SPONSORS: John H. Breck, Inc.; Hills Bros. Coffee,
Inc., and the Sealtest Division of
National Dairy Products Corp.

AGENCY: N. W. Ayer and Son, Inc.

PREEMPTS THIS DATE ONLY: "Outlook" (6:30-7 p.m., EST) and "My
Friend Flicka" (7 to 7:30 p.m., EST).

NBC PRESS CONTACTS: Norm Frisch (Hollywood),
Betty Lanigan (New York).

CAST OF CHARACTERS

Dick Whittington.....Jack Dimond

Hugh Fitzwarren.....Martyn Green

Alice Fitzwarren.....Judith Meredith

The King of Barbary.....Sebastian Cabot

Gooley.....Ashley Cowan

Ship's Captain.....Tudor Owen

King's Bidder.....Fritz Feld

Harry.....John Trayne

Auctioneer.....Milton Parsons

-----O-----

NBC-New York, 3/14/58

STORY EDITOR: Henry H. Hays
COSTUME DESIGNER: John H. Hays
SET DECORATOR: Stanley Hays
STORYS: John H. Hays, Inc., 1111 Broadway, New York
and the Hays Studio
HAYSON'S Daily Production Corp.
AGENCY: H. M. Hays and Son, Inc.
THEATRE THIS DATE ONLY: "HAYSON" (6:30-7 P.M., SAT) and "HAYSON" (7:30-8 P.M., SAT)
HAYSON CONTACT: HAYSON (New York)
HAYSON (New York)

CAST OF CHARACTERS

Dick Williamson.....John Hays
Alice Williamson.....John Hays
The Girl of Hays.....John Hays
Hays' Daughter.....John Hays
Hays' Son.....John Hays
Hays' Wife.....John Hays
Hays' Mother.....John Hays
Hays' Father.....John Hays



TRADE NEWS

March 17, 1958

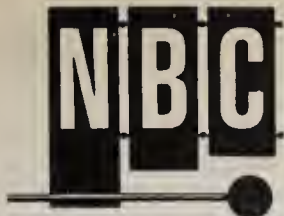
THREE SPONSORS ORDER NEW PARTICIPATION SCHEDULES ON 'TODAY' AND 'JACK PAAR SHOW'

The Insurance Company of North America, Cooper's, Inc., and the Dixie Cup Company have ordered new participation schedules on NBC-TV's TODAY program and THE JACK PAAR SHOW.

The Insurance Company of North America has ordered 12 participations on "Today," starting March 18 and running through May 28. Cooper's, Inc., has ordered five participations on "The Jack Paar Show," scheduled between April 18 and June 6. The Dixie Cup Company has ordered two participations on "Today," for April 23 and May 13, and two participations on "The Jack Paar Show," for April 22 and May 8.

N.W. Ayer and Son, Inc., is the advertising agency for the Insurance Company of North America. Henri, Hurst and McDonald, Inc., is the agency for Cooper's, Inc. Hicks and Greist, Inc., represents the Dixie Cup Company.

-----O-----



March 17, 1958

FIRST EARL GODWIN MEMORIAL AWARD GOES TO KANSAS CITY NEWSCASTER
WILLIAM E. LEEDS; PRIZE INCLUDES NBC NEWS ASSIGNMENT OVERSEAS

A Kansas City (Mo.) radio newscaster has been chosen to receive the first Earl Godwin Memorial Award, which includes a six-month assignment overseas as an NBC News foreign correspondent.

William E. (Bill) Leeds, of Stations WDAF and WDAF-TV, was selected primarily for a series of recorded interviews in Leavenworth Federal Penitentiary last Fall, which stressed the prison's rehabilitation program. Eight segments of the radio interviews with prison officials and inmates, recorded over two days, were used on MONITOR, the NBC Radio weekend program.

The award was established in memory of Mr. Godwin, who died in September, 1956, at the age of 75, after a long career during which he had broadcast news from Washington for NBC for more than two decades.

It will be presented annually to the newsman at an NBC affiliated station who, in the opinion of the judges, demonstrates the greatest degree of initiative, enterprise, judgment and professionalism in covering a news or feature story for the NBC Radio Network. The winner will be sent to the country of his choice, whenever possible.

(more)

The decision to make Mr. Leeds the first recipient was announced by William R. McAndrew, Vice President in charge of NBC News, at a luncheon at the Harvard Club of New York City last Friday. The judges were H.V. Kaltenborn, "dean of news commentators"; Professor John Hohenberg of the Columbia University School of Journalism; Rufus Crater, senior editor of the New York Office of Broadcasting-Magazine; Sam Sharkey, editor of NBC News, and Rex Goad, manager of NBC News.

Informed of the honor in a telephone call from Mr. Kaltenborn after the luncheon, Mr. Leeds said his first choice of assignment would be Moscow. The phone call was recorded and broadcast on NBC Radio's MONITOR, Saturday night.

Mr. Kaltenborn told Mr. Leeds:

"We hope the impetus that grows out of this will help other stations and other newsmen to do that (same kind of a) constructive job."

Mr. Leeds, 32 years old, has been a newscaster for WDAF and for WDAF-TV in Kansas City since 1947. He is a graduate of the University of Kansas City, where he majored in, journalism.

-----O-----

NBC-New York, 3/17/58

NBC-TV AND RADIO PROGRAM

THREE NBC EXECUTIVES HONORED BY FIRST AIR FORCE
FOR PUBLIC SERVICES TO THE AIR FORCE RESERVE

Three NBC executives have been awarded Certificates of Appreciation by the First Air Force in recognition of public services to the Air Force Reserve.

The executives are Jerry A. Danzig, Vice President of Radio Network Programs; William N. Davidson, general manager of Stations WRCA and WRCA-TV, and Al Capstaff, executive producer of NBC Radio's "Monitor" and "Nightline."

The citations of the awards (which are the highest recognition to civilians by the First Air Force) stated that the recipients have displayed "outstanding cooperation with the reserve activities in the Metropolitan (New York) area" and furthered the national security of the United States by their enthusiastic support of the Air Force Reserve during the period 1955-1957.

-----O-----

NBC-New York, 3/17/58



March 17, 1958

STARS WILL ENTERTAIN (NOT MERELY TAKE BOWS AND SAY 'THANKS')
ON OSCAR AWARD CEREMONIES ON NBC-TV AND RADIO

"The stars appearing on this show won't merely be saying 'thank you' and taking bows," promises Jerry Wald, producer in charge of the talent lineup for the 30th annual awards ceremony of the Academy of Motion Picture Arts and Sciences Wednesday, March 26 (NBC-TV, 10:30 p.m.-12:15 a.m., EST, and NBC Radio, 10:30 p.m.-12 midnight, EST).

They'll all participate in actual entertainment, according to Wald. There will be jokes from Bob Hope, Jerry Lewis, Groucho Marx, Jack Lemmon and Red Buttons and singing by Doris Day, Debbie Reynolds, Maurice Chevalier, Harry Belafonte, Dean Martin, Johnny Mathis, Tony Martin, Anna Maria Alberghetti, Ann Blyth, Julie London, Shirley Jones, Tommy Sands, Vic Damone, Mel Torme, Jimmie Rodgers and Tex Ritter.

There will be dancing by Gene Kelly, Mitzi Gaynor, Cyd Charisse, Marge and Gower Champion, Sheree North and Donald O'Connor. Ten former recipients of "Oscars" will perform. They are Gary Cooper, Clark Gable, Jose Ferrer, Ernest

(more)

2 - Oscar Award Ceremonies

Borgnine, Anthony Quinn, George Sanders, Eva Marie Saint, Dorothy Malone, James Stewart and Jack Lemmon.

Dozens of other stars will participate in other capacities, including presenting awards.

John Wayne has been added to the list of "presenters." He will bestow the Best Actress Award.

-----O-----

NBC-New York, 3/17/58

ANN HELM TO HAVE TITLE ROLE IN "THE SLEEPING BEAUTY"
ON "SHIRLEY TEMPLE'S STORYBOOK" TELECAST ON NBC

Ann Helm, young Broadway actress, will play the title role in NBC-TV's upcoming telefilm "The Sleeping Beauty" to be presented on SHIRLEY TEMPLE'S STORYBOOK series on a date to be announced.

Miss Helm will co-star with Alexander Scourby and Nancy Marchand, who will be seen in the roles of the King and Queen in the classic fairy tale.

Filming of the full-hour fantasy will begin the week of March 24 in Hollywood. "The Sleeping Beauty" will be produced by Henry Jaffe Enterprises, Inc., in association with Screen Gems, Inc. It will be produced by Alvin Cooperman and directed by Mitchell Leisen.

Miss Helm appeared on Broadway in the play "Cloud Seven" with Martha Scott and Ralph Meeker and in an off-Broadway production of "Clerembard" with Claude Dauphin. Her television appearances have included "The Phil Silvers Show," "Kraft Television Theatre," "U.S. Steel Hour," among many others.

-----O-----

NBC-New York, 3/17/58



TELEVISION NEWS

March 17, 1958

'OMNIBUS' GOES TO THE OPERA WITH LEONARD BERNSTEIN

- - -

Program Will Originate at Metropolitan Opera House

With 'Met' Singers and Orchestra Participating

Leonard Bernstein will guide viewers through a 90-minute look at opera when he returns for his seventh visit to OMNIBUS Sunday, March 23 (NBC-TV, 4-5:30 p.m., EST).

The program, presented in cooperation with the Metropolitan Opera Association, will feature singers and orchestra of the "Met" and will originate in the Metropolitan Opera House.

Bernstein will explain what music adds to an opera libretto -- how it magnifies emotional impact and plot. He will illustrate his points with excerpts from a wide variety of operas. These will include the third act of Puccini's "La Boheme," which will be acted in English for illustrative purposes and then sung in Italian. Bernstein himself wrote the English translation for the dramatic sequence.

He will use the character of Iago in Verdi's "Otello" to illustrate the demands of opera, as contrasted with non-musical drama, in developing characterization. Another celebrated excerpt to be offered is the final scene in Act III of Wagner's "Tristan and Isolde."

(more)



TRADE NEWS

March 18, 1958

PREMIERE

'NO WARNING,' HALF-HOUR FILMED SUSPENSE SERIES,
TO START IN NBC-TV SUNDAY NIGHT TIME-SPOT

Everett Sloane will star in "Ashley and Son," the premiere story on NBC-TV's new half-hour suspense series, NO WARNING, on Sunday, April 6, 7:30 p.m., EST. (The series takes the time-spot formerly occupied by "Sally.")

The filmed dramatic shows, to be produced by Al Simon, will follow generally the same format as last season's "Panic" series, also seen over the NBC Television Network and produced by Simon.

Filmed by McCadden Productions, the weekly telecast will be sponsored alternately by the Royal McBee Corporation, for which Young and Rubicam, Inc., is the advertising agency, and P. Lorillard Company, Inc., for which Lennen and Newell, Inc., is the agency.

Each dramatization will concern a crisis in an individual's life and, all the viewer needs to know about the character and the situation is established in the opening 90 seconds.

(more)

The first story tells of a domineering industrialist, Paul Ashley (Sloane), who realizes that his long and harsh treatment of his son Walter (Alfred Toigo) has turned the youth against him. Faced with the knowledge that the son is about to commit suicide, the frantic father searches the city, racing against time, to find the overwrought youth before tragedy strikes.

"'No Warning' will be a series of pure suspense shows without violence," Simon states, "and that's the basic reason why we're changing the name. 'Panic' implied violence and terror. Our shows are more emotional stories than anything else.

"It's always the unexpected that happens with no warning. No one knows what is going to happen to him the very next minute."

"The start of each story poses the problem to the protagonist, and thereafter his crisis is heightened by frustrating obstacles and danger."

Different stars, directors and writers will participate in each show. Among the stars scheduled to appear are Ronnie Burns, son of George Burns and Gracie Allen, in his first dramatic role; Mercedes McCambridge, Ann Rutherford, Marsha Hunt and Leon Ames.

Westbrook Van Voorhis, who gained wide fame as the "voice" of "The March of Time," will be narrator of the series.

-----O-----

NBC-New York, 3/18/58

THREE ADVERTISERS SIGNED AS REGIONAL SPONSORS
OF NBC 'MAJOR LEAGUE BASEBALL' TELECASTS

Three advertisers have signed to sponsor, on a regional basis, one-half of each of the 26 MAJOR LEAGUE BASEBALL games to be telecast by NBC-TV on Saturday afternoons starting April 5, it was announced today.

The sponsors are: the Theodore Hamm Brewing Company in the Midwest and Far West; the Jackson Brewing Company in parts of the South and Southwest; and the National Brewing Company in the South. None of the 26 televised games will be carried by any station within 50 miles of a major league park.

The first two telecasts will be of exhibition games, with the world champion Milwaukee Braves and the Los Angeles Dodgers opposing each other in the opening contest on April 5. Top pennant contenders in both leagues will be seen during the season. Leo Durocher and Lindsey Nelson will be the commentators.

Campbell-Mithun, Inc., is the advertising agency for the Hamm Brewing Co.; Fitzgerald Advertising Company is the agency for the Jackson Brewing Co., and W.B. Doner and Company represents the National Brewing Co.

-----O-----

NBC-New York, 3/18/58

NBC RADIO NETWORK NEWS

NBC RADIO PLANS EXTENSIVE COVERAGE OF BRUSSELS WORLD'S FAIR;
TEAMS OF COMMENTATORS AND PRODUCERS GOING ABROAD IN SHIFTS

NBC Radio is planning extensive coverage of the Brussels World's Fair, Jerry A. Danzig, Vice President in charge of NBC Radio Network Programs, announced today.

The first of several successive teams of commentators, producers and reporters will leave New York for Brussels about a week before the April 17 opening of the international event. This initial unit, headed by Mr. Danzig, will set up facilities for broadcasts in NBC Radio's MONITOR and NIGHTLINE which will continue through the Summer months..

A second program unit, headed by Al Capstaff, executive producer of "Monitor" and "Nightline," will succeed the first shortly after the Fair's opening.

With Mr. Danzig will be Ben Grauer, who will join Leif Eid, Chief of the NBC Paris Bureau, in describing advance preparations for NBC News broadcasts and the "Monitor" and "Nightline" programs, as well as the opening day events.

A third experienced reporter, Dick Jennings, assistant managing editor of "Monitor," who has traveled as far as the South Pole for that program, also will be a member of Mr. Danzig's team. Sarah Palfrey, former U.S. National Tennis champion and a writer and broadcaster, and Melanie Cahane, well-known interior designer, will complete the first unit and add their comments to descriptions of the opening events.

-----O-----

NBC-New York, 3/18/58

NBC NEWS SCORES WITH 'FIRSTS' IN STORY
OF NEW SATELLITE LAUNCHING

More firsts! That sums up NBC News' coverage of the American satellite launching yesterday (March 17).

First news, first films and first satellite sounds were all on NBC.

Word of the satellite's successful orbit was also flashed ahead of the competition by NBC News.

Almost instantaneous with the Vanguard's blast-off, NBC News put the firing bulletin on NBC Radio -- at 7:15:50 a.m., EST. The "Today" show quickly put the flash on NBC-TV, 10 seconds later.

Following up this news jump, NBC News presented correspondent Roy Neal's eyewitness account -- taped from Cape Canaveral -- on the radio "World News Roundup" 7:30 a.m., EST.

First sounds from America's newest satellite were relayed from RCA Communications, Riverhead, L.I. and broadcast to radio listeners at 9:30 a.m., EST.

When President Eisenhower announced the successful orbiting of the satellite, the news was on WRCA (New York) at 9:43:25; on the radio network at 9:44:50, and on the TV network at 9:44:30 a.m., EST.

Wrapping up the story, detailed films of the Vanguard's launching were shown in an NBC News special at 11:52 a.m., EST, on the TV network.

Correspondent Neal flew with the films from Cape Canaveral to WTGA-TV, Jacksonville, for network origination. Neal handled the narration.

These 'NBC News' firsts closely followed similar beats in the launching of America's first satellite, the Explorer, and the two Russian sputniks.

BIG-NAME STARS ACCEPT ROLES OF 'PRESENTERS'
ON NBC'S "EMMY AWARDS" TELECAST

Arlene Francis, Gisele MacKenzie, Ida Lupino, George Gobel and Milton Berle are the first stars to accept invitations to participate as "presenters" in the 10th Annual EMMY AWARDS ceremony, to be telecast live from Los Angeles and New York by NBC-TV, Tuesday, April 15 (10 to 11:30 p.m., EST).

Each of these personalities will present Emmy statuettes to winners in the 28 categories designated by the National Academy of Television Arts and Sciences. Miss Francis and Berle will take part in the New York segment of the telecast, while the other three stars will be seen from Los Angeles.

NBC-New York, 3/18/58



March 18, 1958

FASHION SHOW (WITH SCREEN STARS AS MODELS) AND 'OSCAR'-WINNING SONGS OF PAST (SUNG BY TOP PERFORMERS) ON ACADEMY AWARD SHOW

A fashion show with Hollywood stars as models will be one of the features of the 30th annual awards program of the academy of Motion Picture Arts and Sciences Wednesday, March 26 (NBC-TV, 10:30 p.m.-12:15 a.m., EST, and NBC Radio, 10:30 p.m.-Midnight, EST). Another highlight will be stars singing songs which have won "Oscars" in the past.

Robert Ryan and Wendell Corey will be fashion commentators and will make the presentation of this year's award for the best costume design.

Displaying the costumes will be Rhonda Fleming in a dress designed by Edith Head and Hubert de Givenchy for "Funny Face," Taina Elg in an Orry Kelly design for "Les Girls," Dana Wynter in a gown designed by Charles Le Maire for "An Affair to Remember," Myrna Hansen in a Walter Plunkett costume from "Raintree County," and Victoria Shaw in a Jean Louis model for "Pal Joey."

The first eight minutes of the show will be devoted to the song medleys.

(more)

Bob Hope will sing "Buttons and Bows," then Marge and Gower Champion will dance "The Continental." Dean Martin will sing (to Kim Novak) "The Way You Look Tonight." Harry Belafonte will sing "High Noon" and Rhonda Fleming, "Secret Love."

Mae West and Rock Hudson will sing "Baby, It's Cold Outside." Mitzi Gaynor will sing "Lullabye of Broadway." Janet Leigh, Shirley MacLaine and Sheree North will offer a trio arrangement of "Atcheson, Topeka and Santa Fe." Tony Martin will sing (to his wife, dancer Cyd Charisse) "Love Is a Many-Splendored Thing."

Nat "King" Cole will present "Mona Lisa," Van Johnson will sing "It Might As Well Be Spring," and Eddie Fisher, Donald O'Connor and Tommy Sands will be a trio for "In the Cool, Cool, Cool of the Evening."

The entire ensemble of singers, led by Bob Hope, will present "Thanks for the Memory."

-----O-----

NBC-New York, 3/18/58

FLORIDIANS HAIL 'TODAY' TROUPE

Tampa, Fla. -- School children in 12 elementary schools here were given an hour off classes yesterday (March 17) to attend the arrival of the 'Today' cast at Tampa International Airport.

About 1,000 persons flocked to the airport for the arrival of Dave Garroway, Jack Lescoulie and Frank Blair. Chimpanzee Kokomo Jr. was already on hand to greet them. The Monday-through-Friday morning NBC-TV show which stars Garroway is originating at Tampa, Sarasota and Treasure Island on Florida's West coast. Tuesday through Friday, March 18 - 21.

The troupe was escorted to its headquarters, the Doctor's Motel at St. Petersburg, by police motorcycles. There, with a salute from a small cannon, Garroway, Blair and Lescoulie were knighted Honorary Conquistadors by native Floridians.

-----O-----

NBC-New York, 3/18/58



TELEVISION NEWS

March 19, 1958

'WIDE WIDE WORLD' TO GO HIGHBALLING ACROSS THE COUNTRY FOR ROMANCE OF AMERICAN RAILROADING

"Flag Stop at Malta Bend," the highballing story of American trains from the days of the "Tom Thumb" locomotive to the advent of the Monorail, will be telecast on WIDE WIDE WORLD Sunday, March 30 (NBC-TV, 4-5:30 p.m., EST).

The program's live cameras will ride an engineer's cab, a flatcar, a caboose and a Vistadome car to seek out the romance of railroading from New York's Penn Station to a backyard railway in California.

(more)

EDITORS:

This issue of the NBC Daily News Report includes cast and credits for the HALLMARK HALL OF FAME colorcast of "Little Moon of Alban" on NBC-TV, Monday, March 24 (9:30-11 p.m., EST). They are printed on yellow-tinted paper for your convenience and ready identification.

The 90-minute show will be centered on the small town of Malta Bend, Mo. (pop. 412), where the tracks run past the grain elevator, the animal pens and the corn crib, and stretch out as far as the eye can see to East and West.

From there the program will move out to passenger terminals, freight yards and speeding trains in New York, Washington, Baltimore San Gabriel (Cal.), Dallas, the Sierra Valley (Calif.) and other locations around the country.

"Flag Stop at Malta Bend" will be produced by John Goetz on the "Wide Wide World" series, which is sponsored by General Motors and supervised by executive producer Barry Wood. Dave Garroway is host of the series.

For a look at early railroading, the program will go to Mt. Winnans Yard in Baltimore and present a re-creation of the historic race between Peter Cooper's "Tom Thumb" engine and a horse-drawn car, just as it was staged in 1831.

In Washington, the cameras -- traveling on a special sight-seeing train, which will enter the capital from the southwest -- will show the cherry trees, the Jefferson Memorial, the Washington Monument and the Capitol itself.

At New York's Penn Station viewers will meet some of the men who run the terminal, will see how tickets are issued with the help of closed circuit TV, and will watch the departure of the crack "Spirit of St. Louis."

(more)

In San Gabriel the program will visit movie-director Ward Kimball for a look at the private railroad he has set up in his back yard. Kimball will explain why he wanted his own railroad and how he acquired it.

In the Sierra Valley cameras will ride the "California Zephyr" -- in the cab, in the Vistadome car and in the nose of the Diesel engine -- as it races along a winding mountain railroad at top speed of 79 miles an hour.

For a look at what may be the future of rail travel, the program will visit the Dallas Fair Grounds for a ride on the Monorail, which rolls along suspended from a single track high above the ground.

-----O-----

NBC-New York, 3/19/58



TRADE NEWS

March 19, 1958

NBC LEADS WITH 10 SELECTIONS IN 15TH ANNUAL EXHIBITION OF AMERICAN INSTITUTE OF GRAPHIC ARTS

Three trade advertisements, six mailing pieces and one press release form, produced by NBC during 1956-57, have been selected by The American Institute of Graphic Arts for its 15th annual exhibition.

NBC had more selections than any other single advertiser in this national competition, which picks outstanding examples of the graphic arts at the service of sales promotion and advertising. The exhibit is now being circulated in the U. S., Canada and Europe.

In the first of two general categories -- Fifty Best Advertisements of the Year -- three NBC entries were chosen, two designed by NBC Art Director John Graham and one designed by Robert Dolobowsky of Grey Advertising. These advertisements, which already have appeared in various broadcasting and advertising trade publications, represent the highest standards of today's advertising world, according to the committee of judges.

In the second category -- Design and Printing for Commerce -- the seven NBC entries chosen all were designed by John Graham, four in conjunction with NBC Associate Art Director Rick Levine.

Selections are made, by jury, on the basis of originality of conception and excellence of execution, and set the standards for designers, printers and advertisers throughout America and abroad.

-----O-----

2 - 'Report From America'

Each subject is put in the form of a story highlighted with humor and drama. "We quickly decided that the best way to inform is to entertain," Cash says. "That meant that each subject would be taken seriously but treated lightly."

The Sunday Times of London called the program "an outstanding event." The London Evening News termed it "a winner." The South Wales Echo said it is "visual journalism at its best."

Subject of the premiere telecast, March 27, will be "The American Farmer." Subsequent themes will be "Automation," April 3; "Home Building in America," April 10; "How America Shops," April 17; "American Roads and Traffic," April 24; "How Pittsburgh Cured Its Smog," May 1; "A Small-Town Newspaper," May 8; "The Immigrant," May 15; "Old Age in America," May 22; "How America Spends Its Leisure Hours," May 29; "A Presidential Nominating Convention," June 5; "The American Railroad," June 12, and "American Air Safety," June 19.

Scheduling of "Report from America" represents a departure for the Educational Television Project, since it is its first filmed series. The Project's three new live program series this Spring will be "Decision for Research," Mondays, starting March 24 (6 to 6:30 p.m., EST); "Briefing Session," Tuesdays, starting March 25, (10:30 to 11 p.m., EST); "The Subject Is Jazz," Wednesdays, starting March 26, (6 to 6:30 p.m., EST).

The Educational Television Project is under over-all supervision of Edward Stanley, NBC Director of Public Affairs. Brice Howard is executive producer.

-----o-----

NBC-New York, 3/19/58

OFFICIALS OF 107 NBC-TV AFFILIATES TO GATHER AT
ALL-NIGHT JACK PAAR APPRECIATION PARTY IN N.Y.

Officials of the 107 NBC-TV affiliated stations which carry THE JACK PAAR SHOW will gather in New York to honor the man who has revitalized late-night television.

A "Paar Appreciation Party" will be held in the grand ballroom of the Plaza Hotel beginning after the Friday night, March 28, show and lasting through breakfast.

A one-hour talent show by NBC stars is planned, according to Harry Bannister, Vice President for Station Relations.

The affair is prompted by the outstanding success Paar has scored since he took over the "Tonight" show last July 29. Since then the number of stations carrying the program has jumped from 74 to 107, and the series was renamed in Paar's honor. The program has been exceptionally successful commercially, being 80 per cent sold out for the month of March.

Paar and his group of "repertory players" have been acclaimed by newspaper and magazine writers, and have received major poll awards.

("The Jack Paar Show" is telecast Mondays through Fridays, 11:15 p.m.-1 a.m., EST.)

-----O-----

March 19, 1958

'REPORT FROM AMERICA'--13 FILMS DESIGNED ORIGINALLY
FOR TELECAST ON BBC--WILL BE SHOWN FIRST TIME
IN U.S. AS NBC EDUCATIONAL TV SERIES

Thirteen films selected from a special series produced and directed by NBC's Don Cash for the U.S. Information Agency and designed originally for telecast over the BBC will be shown for the first time in this country as part of the Educational Television Project undertaken jointly by NBC and the Educational Television and Radio Center, at Ann Arbor, Mich.

The program series, REPORT FROM AMERICA, will be telecast Thursdays, starting March 27, (6 to 6:30 p.m., EST), to the country's interconnected educational TV stations over NBC's regular network facilities. (Many NBC affiliated stations will carry "Report from America" on a delayed basis.)

The exploration-on-film of certain aspects of American life enjoyed such success in Great Britain that it was dubbed into six other languages -- French, German, Spanish, Polish, Arabic and Japanese -- and shown in 26 other countries. Twenty subjects were covered in the original series.

Joseph C. Harsch, chief of NBC's London News Bureau, narrates the films. In all of them, participants are American citizens, some of them widely known.

(more)

'MISS EMMY' NAMED FOR N.Y. 'EMMY AWARDS' ORIGINATION

Adelle August of Seattle, Wash., has been selected as the East Coast's "Miss Emmy" and will participate in NBC-TV's telecast of the 10th Annual EMMY AWARDS ceremonies (live from Los Angeles and New York Tuesday, April 15, from 10 to 11:30 p.m., EST).

Miss August and her West Coast counterpart will hand the award envelopes and statuettes to the various "presenters," who will then give the trophies to the winners in each of the 28 categories.

-----O-----

NBC NEWS COMPLETES NEWSFILM EXCHANGE AGREEMENT
WITH NEW BRITISH COMMONWEALTH AGENCY

NBC News has completed a newsfilm exchange agreement with the newly-formed British Commonwealth International Newsfilm Agency.

William R. McAndrew, Vice President, News, of NBC, said NBC News will have the exclusive U.S. rights to buy footage from BCINA while the British company will buy its American footage exclusively from NBC. BCINA is a new combine formed by the British Broadcasting Co., Canadian Broadcasting Corp., Australian Broadcasting Commission and the J. Arthur Rank Organization. It covers and feeds news on a world wide basis for its subscribers and members.

McAndrew said the agreement does not affect NBC News' straight exchange agreement with the BBC.

-----O-----

NBC-New York, 3/19/58

NBC-TV PROGRAM

CAST AND CREDITS FOR 'HALLMARK HALL OF FAME' COLORCAST OF
'LITTLE MOON OF ALBAN' ON NBC-TV MONDAY, MARCH 24,
(9:30-11 P.M., EST), LIVE FROM NEW YORK

JULIE HARRIS

CHRISTOPHER PLUMMER

in

"LITTLE MOON OF ALBAN"

An Original Television Play

By JAMES COSTIGAN

Also Starring

BARRY JONES

FRANK CONROY

GEORGE PEPPARD

Scenery by WARREN CLYMER

Costumes by NOEL TAYLOR

Executive Producer MILDRED FREED ALBERG

Produced and Directed by GEORGE SCHAEFER

A MILBERG PRODUCTION

* * *

JULIE HARRIS.....Brigid Mary
CHRISTOPHER PLUMMER.....Kenneth Boyd
BARRY JONES.....Doctor Clive
FRANK CONROY.....Father Curran
GEORGE PEPPARD.....Dennis Walsh

(more)

2 - Credits -- 'Little Moon of Alban'

With

Nora O'Mahony.....Shelagh Mangan
Elspeth March.....Sister Servant
Tom Clancy.....Patch Keegan
Pauline Flanagan.....Sister Martha Kevin
Mildred Trares.....Sister Barbara
Helena Carroll.....Sister Theresa
Harry Davis }
Michael Lewis }English patients
Lee Richardson }
Sorrell Booke }
Liam Clancy.....Boy singer
Norman Barrs.....English officer

* * *

Incidental Harp Music by.....Van Williams
Lighting.....William Knight
Audio.....R. Philip Berge
Makeup.....Dick Smith
Casting.....Sybil Trubin
Associate Director.....Adrienne Luraschi
Technical Director.....Robert Long
Unit Manager.....Frank Evanella
Associate Producer.....Robert Hartung

* * *

(Preempts on this date only....."Goodyear Theater"
and "Suspicion")

(more)

1990-1991

1 : 1200 1/2 196

31752 1440017

[illegible]

10

THE STORY

The play is set in Dublin in the time of "The Troubles," the Irish Rebellion of 1916-1921. It is the story of a deeply religious young woman whose faith is shaken by the deaths of her father, her brother and her lover. It deals with her struggle to regain her faith, her search for peace of mind, and the test to which her devotion is put when she is sent to perform the duties of nurse in an enemy hospital.

SCENE SEQUENCE

ACT I

Street
Empty Room
Hall in Empty House
Kitchen
Parlor
Kitchen
Parlor
Dining Room
Street
Chapel Room

ACT II

Street
Brigid's Cell in the Chapter House
Hall in the Chapter House
Brigid's Cell in the Chapter House
Reception Hall in the Hospital
Hospital Ward

(more)

ACT III

Hospital Ward

Garden

Reception Hall in the Hospital

Brigid's Cell

Ante-room in the Hospital

Hospital Ward

Reception Hall in the Hospital

Hospital Ward

Garden

Hospital Ward

-----O-----

NBC-New York, 3/19/58

NEW POLICY ON 'MODERN ROMANCES' PROGRAM WILL PRESENT
DIFFERENT STAR EACH WEEK AS STORYTELLER

A new policy of starring a different top entertainment personality each week as storyteller is being launched by NBC-TV's dramatic daytime series MODERN ROMANCES (Monday through Friday, 4:45 p.m., EST).

According to Stark-Layton, the show's producers, this replaces a long established policy of having a permanent narrator for the five-times-a-week drama program.

Hollywood and Broadway star Gene Nelson will inaugurate the new format as storyteller for the week of March 31-April 4. Stars for subsequent weeks will be announced soon.

Nelson first won public attention as a dancer on the West Coast, and later on Broadway in "Lend an Ear" in 1948. Soon after, he received film offers and co-starred in nine feature productions with Doris Day, Gordon MacRae, Virginia Mayo, James Cagney and other stars. He has made many guest appearances on network television programs including the "Steve Allen Show." He was co-starred in the movie version of "Oklahoma," and is currently starring in the New York revival of this perennially popular musical play.

-----O-----

NBC-New York, 3/19/58



FEATURE

YEP! 'WAGON TRAIN' WILL REACH WEST COAST BEFORE SEASON'S END

Speculators need wonder no longer if the settlers traveling on NBC-TV's WAGON TRAIN (Wednesdays, 7:30-8:30 p.m., EST) were going to reach the West Coast by the end of the current season.

Word from the producer's office confirms this -- and more -- with this statement: "Not only will the 'train' arrive in San Francisco, but we plan to have one of the most star-studded hours in the history of dramatic television when it does."

Joining permanent stars Ward Bond as the Wagonmaster and Robert Horton as the frontier scout for the San Francisco show will be many of the guest stars who have appeared in the series during the past season.

Among those who may return as guests are Ernest Borgnine, Ricardo Montalban, Michael Rennie, Shelley Winters, Sterling Hayden, Mark Stevens (who also has directed several episodes), Mercedes McCambridge, Eddie Albert and Margo, Farley Granger, Robert Sterling and Ann Jeffreys, Agnes Moorehead, Keenan Wynn, Gary Merrill, Guy Madison, Linda Darnell, Jeannie Carson, Debra Paget, Wanda Hendrix and Cesar Romero.

-----O-----

NBC-New York, 3/19/58



THE UNIVERSITY OF CHICAGO PRESS

THE UNIVERSITY OF CHICAGO PRESS
 5 EAST 58TH STREET, NEW YORK, N. Y. 10022
 LONDON: 10 BEDFORD SQUARE, W. C. 1A 3EF
 CAMBRIDGE: 477 Williamstown Road, Port Melbourne, VIC 3207
 AUSTRALIA: 25 RIVERVIEW AVENUE, EMMETT, N. S. W. 1535
 SINGAPORE: 110 MARKET STREET, #02-01, SINGAPORE 0581
 HONG KONG: 1101 EASTERN AVENUE, SUITE 1201, HONG KONG
 TOKYO: 3-14-3 SHIBUYA, SHIBUYA-KU, TOKYO 151
 BEIJING: 2501 MIDDLE ROAD, BEIJING 100027
 CANBERRA: 140 LINDSAY STREET, ACTON, ACT 2601
 GENEVA: 11, RUE DE LA POSTE, CH-1201 GENEVA
 GUANGZHOU: 1101 EASTERN AVENUE, SUITE 1201, HONG KONG
 HONG KONG: 1101 EASTERN AVENUE, SUITE 1201, HONG KONG
 KUALA LUMPUR: 1101 EASTERN AVENUE, SUITE 1201, HONG KONG
 MADRID: 11, RUE DE LA POSTE, CH-1201 GENEVA
 MANILA: 1101 EASTERN AVENUE, SUITE 1201, HONG KONG
 MEXICO CITY: 1101 EASTERN AVENUE, SUITE 1201, HONG KONG
 NEW DELHI: 1101 EASTERN AVENUE, SUITE 1201, HONG KONG
 NEW YORK: 5 EAST 58TH STREET, NEW YORK, N. Y. 10022
 OSAKA: 3-14-3 SHIBUYA, SHIBUYA-KU, TOKYO 151
 PARIS: 11, RUE DE LA POSTE, CH-1201 GENEVA
 SEOUL: 1101 EASTERN AVENUE, SUITE 1201, HONG KONG
 SINGAPORE: 1101 EASTERN AVENUE, SUITE 1201, HONG KONG
 SYDNEY: 25 RIVERVIEW AVENUE, EMMETT, N. S. W. 1535
 TAIPEI: 1101 EASTERN AVENUE, SUITE 1201, HONG KONG
 TOKYO: 3-14-3 SHIBUYA, SHIBUYA-KU, TOKYO 151
 WASHINGTON: 1101 EASTERN AVENUE, SUITE 1201, HONG KONG
 YOKOHAMA: 3-14-3 SHIBUYA, SHIBUYA-KU, TOKYO 151

NBC RADIO NETWORK NEWS

March 19, 1958

LEO DUROCHER TO ANALYZE STRATEGY OF BASEBALL PLAYS AND PLAYERS IN NEW 'NIGHTLINE' FEATURE

Leo Durocher will analyze the strategy of the plays and players in major league baseball as a regular feature of NBC Radio's NIGHTLINE starting Tuesday, March 25, it was announced today by Peter Lassally, producer of "Nightline."

Durocher's comments will be presented during the 8:30-9 p.m., EST, segment of the program on Tuesdays, Wednesdays and Thursdays.

A veteran of more than 30 years in baseball -- 16 of them as a player and 17 years as a major league manager -- Durocher is now an NBC executive. He began to play baseball on the team of the Wico Electric Co., Springfield, Mass., in 1923 and two years later was signed by a Hartford baseball club.

After serving an apprenticeship in the Southern League, Durocher played with the New York Yankees and in 1930 joined the Cincinnati Reds. In 1933 he went to the St. Louis Cardinals and five years later joined the Brooklyn Dodgers, of which he later became manager. He became manager of the New York Giants in 1948 and stayed with them until the 1955 season.

In addition to his broadcasts on "Nightline," Durocher will team with Lindsey Nelson as commentator for NBC-TV baseball telecasts this season.

-----O-----

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION
455 FIFTH AVENUE, NEW YORK, N. Y.

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

455 FIFTH AVENUE, NEW YORK, N. Y.

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

455 FIFTH AVENUE, NEW YORK, N. Y.

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

455 FIFTH AVENUE, NEW YORK, N. Y.

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

455 FIFTH AVENUE, NEW YORK, N. Y.

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

455 FIFTH AVENUE, NEW YORK, N. Y.

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

455 FIFTH AVENUE, NEW YORK, N. Y.

THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION



March 20, 1958

NBC NEWS' "COMMENT" SHOW MOVING TO
SUNDAY AFTERNOON TV TIME-SPOT

NBC News' COMMENT show will move to a half-hour spot Sunday afternoons beginning April 13, William R. McAndrew, Vice President, News, announced today.

Mr. McAndrew said the new time will be from 2:30-3 p.m., EST. The show will replace "Wisdom" in that time period.

Up to now, "Comment" has been presented Friday nights for varying intervals immediately following the "Gillette Cavalcade of Sports" fight telecasts. It has been on NBC-TV and Radio at approximately 10:45 p.m., EST. On Sundays, however, the show will be on television only.

"We are delighted with the Sunday afternoon time and feel sure that 'Comment' will draw even more critical and popular acclaim than it already has," Mr. McAndrew said.

"Comment" debuted Jan. 31 in what one New York paper called a "conspicuous" debut. Moments after the new show went on the air with a discussion of "Missiles and Men," the first TV bulletin of America's Explorer satellite launching was read on the program.

(more)

March 20, 1958

THE TV WATCH ON THE RHINE GOES 'TICK-TACK'

NBC-TV's TIC TAC DOUGH is spreading its wings.

Starting April 15, the popular quiz show will have a German counterpart. Entitled "Tick-Tack," the show will be broadcast in Munich over television station Bayerisches Werbefernsehen twice a month.

"Tick-Tack" will be operated on the same basis as "Tic Tac Dough," with cash prizes for correct answers.

"Tic Tac Dough" already has a British counterpart. "Naughts and Crosses" went on the air last year.

The U.S.A.'s "Tic Tac Dough" is telecast Monday through Friday at 12 noon, EST (in black-and-white only) and on Thursdays at 7:30 p.m., EST (in color and black-and-white).

"TODAY" PROGRAM TO SPOTLIGHT THE AMERICAN TEEN-AGER
IN FULL WEEK'S STUDY OF "THE THRESHOLD YEARS"

"The Threshold Years," a week-long series of programs devoted to the American teen-ager and representing 15 hours of programming, will be presented on NBC-TV's TODAY starring Dave Garroway Monday through Friday, April 7 through 11 (7-10 a.m., EST, on NBC Television Network, except WRCA-TV; WRCA-TV only, 7-9 a.m., EST).

The series, to consist in the main of "live" portions highlighted by specially filmed features now in production across the country, marks the first time that "Today" will devote an entire week's programming to such an in-depth study. In addition, it is the first major project in "Today's" 1958 plans for stronger emphasis on Americana features.

Each of the five days of "The Threshold Years" will offer a study of such facets of teen-agers as "The Teen-ager and Authority" (April 7), "Teen-age Mores and Customs" (April 8), "The Teen-ager and Religion" (April 9), "The Teen-ager and Self-Expression" (April 10) and "The Teen-ager and the Future" (April 11).

Commenting on "The Threshold Years," Dave Garroway said, "We are not investigating juvenile delinquency or formal education or home life per se. Instead, because of the challenge teen-agers

(more)

represent to our way of life -- both currently and in the future -- we hope that 'The Threshold Years' will help to shed light on many subjects through the questions we ask and the answers we get. We have no idea whether we'll reach any conclusions. We hope that by working from the inside out, the series will point to some conclusions."

Four "Today" reporters -- Dick McCutchen, Maurie Robinson, Joe Michaels and Lissa Charell -- have been assigned to "The Threshold Years." They will gather material from such places as Louisville, Ky., Minneapolis-St. Paul, Minn., Philadelphia and San Francisco.

Details on the full week's programming for April 7-11 are:

Monday, April 7 -- "The Teen-ager and Authority," including filmed reports from the Philadelphia Youth Study Center, on a New York youth gang and a high school fraternity. In addition, "Today's" New York studios will originate a "live" feature on military service. A cross-country panel composed of a psychiatrist, high school principal, juvenile court judge, police captain and a parent will be watching the show in studios of "Today" television stations across the country and from time to time "Today" cameras will switch to them for comment on the program's features.

Tuesday, April 8 -- "Teen-age Mores and Customs." Rock 'n' roll, a flashback history of earlier teen-age heroes, teen-agers' need for hero worship, teen-age fashions with emphasis on their fads in dress and speech, and teen-age dating will be featured.

Wednesday, April 9 -- "The Teen-ager and Religion." Planned for study are the role of the church as a community center as well as

(more)

the role that music plays in religion. In addition, such issues as where a teen-ager goes if he has questions about religion, will be studied. A remote telecast from a church-community center also is being planned for this day.

Thursday, April 10 -- "The Teen-ager and Self-Expression." Such questions as whether or not the teen-ager can communicate with his or her parents, other adults and other youngsters; and whether teen-agers are over-guided, over-organized, will be explored. A panel of adults who have been successful in communication with teen-agers in these areas will participate. In addition, sports and physical fitness will be highlighted.

Friday, April 11 -- "The Teen-ager and the Future." This feature will probe into what the teen-ager can expect out of life, what he wants, how he can be guided to his goals, how he can expect to cope with what may become his biggest problem -- how to spend his leisure time as an adult. Garroway and the four "Today" reporters assigned to "The Threshold Years" will be featured in a panel on what they themselves learned in their contacts with teen-agers during the three weeks they have worked on the project.

-----o-----

NBC-New York, 3/20/58

PROGRAM CHANGE

'EMERGENCY,' STARRING ELISHA COOK, WILL BE
PREMIERE DRAMA ON 'NO WARNING!' SERIES

The premiere show of the NBC-TV suspense series NO WARNING! on Sunday, April 6 (7:30 p.m., EST) will be "Emergency" starring Elisha Cook, rather than "Ashley and Son" starring Everett Sloane, as announced previously.

"Emergency" is the story of Charlie Pulaski, a taxi-driver (Elisha Cook), who hears on the radio that a 9-year-old boy has been injured in an accident and that permission for surgery must be obtained from the unidentified boy's parents before an operation can be performed. Pulaski calls home to check on the safety of his own son and his wife, Fran (Peggy Webber) assures him that the child is safely playing with a neighbor boy. Unconvinced, the taxi-driver goes to the hospital to check the child's identity and learns that only his signature can save the little accident victim.

NOTE: An exclamation point has been added to the title of this series. It should be listed as "No Warning!"

NBC-New York, 3/20/58

March 20, 1958

MARTIN AGRONSKY TO INTERVIEW ADLAI STEVENSON ON 'LOOK HERE'

Adlai Stevenson will be interviewed by NBC News commentator Martin Agronsky on NBC-TV's "personality portrait" series LOOK HERE Sunday, March 30 (3:30 p.m., EST). The interview will originate live in a hotel suite in New York City.

Agronsky will ask Stevenson, former Illinois governor and twice Democratic candidate for the Presidency:

To discuss his present political views.

To disclose his personal plans "now that the Democratic nomination for Presidency appears more worthwhile and tougher than ever."

To define "the motives that make a man run for the Presidency."

To state why he ran for office "when he said he didn't want to."

To tell what he now feels is "the greatest contribution he can make to his country."

To name "what he thinks the country wants -- or deserves in terms of party leadership."

-----O-----



NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE

March 30 - April 5

All Times EST

Sunday, March 30

7-7:30 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW -- With guests Edgar Bergen, Carmen Basilio, the Step Brothers, Marie McDonald, and All-American College and High School Basketball Players.

9-10 p.m. -- THE CHEVY SHOW -- Starring Ethel Merman, Jack Paar, Andy Williams and special guest Polly Bergen.

Monday, March 31

3-4 p.m. -- NBC MATINEE THEATER -- "Rain in the Morning," with Peggy McCay, Robert Morse, Theodore Newton and Robert Karnes.

7:30-8 p.m. -- THE PRICE IS RIGHT -- With Bill Cullen.

Tuesday, April 1

3-4 p.m. -- NBC MATINEE THEATER -- "Design for Glory."

8-9 p.m. -- FISHER-GOBEL -- With Dick Shawn and Gordon MacRae as guests.

Wednesday, April 2

3-4 p.m. -- NBC MATINEE THEATER -- "The Inspector General."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Man in Authority."

(more)

2 - NBC Color Telecast Schedule

Thursday, April 3

3-4 p.m. -- NBC MATINEE THEATER -- "The Two Mrs. Carrolls,"
starring Zsa Zsa Gabor.

7:30-8 p.m. -- TIC TAC DOUGH -- With Jay Jackson.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- With
John Raitt.

Friday, April 4

3-4 p.m. -- NBC MATINEE THEATER -- "The Velvet Glove."

Saturday, April 5

8-9 p.m. -- THE PERRY COMO SHOW -- With guests Alan King, Hedda
Hopper and Eddie Hodges.

10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia
Gibson, Tommy Leonetti and Alan Copeland.

-----O-----

NBC-New York, 3/20/58

SIX MORE STARS TO PRESENT 'EMMY' AWARDS

Steve Allen, Red Buttons, Art Carney, Lucille Ball and Desi Arnaz, and Ed Wynn have accepted invitations to participate in the 10th Annual EMMY AWARDS ceremonies, to be telecast over NBC-TV live from Los Angeles and New York Tuesday, April 15 from 10 to 11:30 p.m., EST.

The six stars will present the Emmy statuettes to the winners in each of 28 categories. Allen, Buttons, and Carney will take part in the New York segment, and the others in Los Angeles. Previously announced as "Presenters" for the telecast were Arlene Francis, Gisele MacKenzie, Ida Lupino, George Gobel and Milton Berle. The emcees will be Phil Silvers in New York and Danny Thomas in Los Angeles.

NBC-New York, 3/20/58



NBC COLOR TELEVISION NEWS

March 21, 1958

MAURICE EVANS WILL RE-CREATE HIS STAGE ROLE AS THE VILLAIN
FOR COLORCAST OF "DIAL 'M' FOR MURDER" ON "HALL OF FAME"

Maurice Evans will re-create his Broadway stage role as the dinner-jacketed villain in "Dial 'M' For Murder" when HALLMARK HALL OF FAME presents the first TV production in this country of the Frederick Knott suspense drama.

The play, adapted for TV by the author, will be colorcast on NBC-TV Friday, April 25 (9:30 to 11 p.m., EST). George Schaefer will be the producer-director.

The cast will include John Williams as Scotland Yard Inspector Hubbard, and Anthony Dawson as Captain Lesgate, both of them members of the cast of the New York stage production in which Evans starred as Tony Wendice. Noel Taylor will design the costumes, and Robert Wightman the scenery. Mildred Freed Alberg is executive producer of "Hallmark Hall of Fame."

"Dial 'M' For Murder" is the story of a man who has married for money and, in his eagerness to collect it, decides to do away with his wife.

(more)

This will be a Milberg production.

Knott, a Britisher, scored a bull's-eye with "Dial 'M' For Murder," his first play, but after finishing the script had to wait three years to see it in stage production. This came after a BBC presentation on TV in 1952. The play opened three months later in London and the same year in New York.

The adaptation the author has made for "Hallmark Hall of Fame" is not the same one that was seen on the BBC. "I think it's a rather better one," he says. "It's not greatly different, but it is different."

-----O-----

NBC-New York, 3/21/58

NBC-TV AND RADIO PROGRAM

FACT-SHEET FOR THE THIRTEETH ANNUAL AWARDS CEREMONY
OF THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES
WEDNESDAY, MARCH 26 (NBC-TV, 10:30 p.m.-12:15 p.m.,
NBC RADIO, 10:30 p.m.-12 MIDNIGHT, EST)

(PROGRAM DETAILS SUBJECT TO CHANGE)

OPENING MEDLEY: Bob Hope and Rhonda Fleming singing "Buttons and Bows"; Marge and Gower Champion dancing "The Continental"; Dean Martin singing to Anita Ekberg "The Way You Look Tonight"; Eddie Fisher singing "Secret Love"; Janet Leigh, Shirley MacLaine and Sheree North singing "Acheson, Topeka and Santa Fe"; Tony Martin singing to Cyd Charisse, "Love Is a Many-Splendored Thing"; Harry Belafonte singing "High Noon"; Mae West and Rock Hudson in the duet, "Baby, It's Cold Outside"; Betty Grable and Harry James in "Lullabye of Broadway"; Shirley Jones singing "It Might as Well Be Spring"; Maurice Chevalier singing "The Last Time I Saw Paris"; Van Johnson singing "Zip-a-Dee-Do-Dah"; Donald O'Connor, Tommy Sands and Russ Tamblyn singing "In the Cool, Cool, Cool of the Evening"; The entire ensemble, led by Bob Hope, singing "Thanks for the Memory."

JAMES STEWART: (first emcee) will introduce George Seaton, president of the Academy.

(more)

AWARDS

Lana Turner will present award for Best Supporting Actor.

Nominees are:

Red Buttons in "Sayonara,"

Vittorio De Sica in "A Farewell to Arms,"

Sessue Hayakawa in "The Bridge on the River Kwai,"

Arthur Kennedy in "Peyton Place" and

Russ Tamblyn in "Peyton Place."

Zsa Zsa Gabor and Ronald Reagan will present the Scientific and Technical Award.

Cyd Charisse and Ernest Borgnine will present the Documentary Awards. Nominees are:

"Torero!" "On the Bowery," and "Albert Schweitzer,"

Kim Novak introduces a nominated song: "All the Way," sung by Dean Martin.

ROSALIND RUSSELL: (second emcee). Anthony Quinn will present the award to the Best Supporting actress. Nominees are: Carolyn Jones in "The Bachelor Party," Elsa Lanchester in "Witness for the Prosecution," Hope Lange in "Peyton Place," Miyoshi Umeki in "Sayonara" and Diane Varsi in "Peyton Place."

Elizabeth Taylor and Rock Hudson will present the Short Subjects Award. Nominees are: (in cartoon category) "Birds Anonymous," "One Droopy Knight," "Tabasco Road," "Trees" and "Jamaica Daddy"; "The Truth about Mother Goose." Live action subjects: "A Chairy Tale," "City of Gold," "Foothold on Antarctica," "Portugal" and "The Wetback Hound."

(more)

[illegible]

3 - 'Oscar' Awards

Dorothy Malone will present the Sound Recording Award.

Nominees are "Gunfight at the O.K. Corral," "Les Girls," "Pal Joey," "Sayonara" and "Witness for the Prosecution."

Another nominated song, "April Love," sung by sextet -- Ann Blythe, Shirley Jones, Anna Maria Alberghetti, Tommy Sands, Jimmie Rodgers and Tab Hunter.

DAVID NIVEN: (third emcee) introduces Custodians of the "Oscars" -- Natalie Wood and Bob Wagner. Later in the program, Tony Curtis and Janet Leigh will serve in this capacity.

June Allyson will present the Special Effects Award.

Nominees are: "The Enemy Below" and "The Spirit of St. Louis."

Jean Simmons and Gregory Peck will present the Art Direction Award. Nominees are: Hal Pereira and George W. Davis for "Funny Face," William A. Horning and Gene Allen for "Les Girls," Walter Holscher for "Pal Joey," William A. Horning and Urie McCleary for "Raintree County" and Ted Haworth for "Sayonara."

Joanne Woodward and Paul Newman will present the Film Editing Award. Nominees are: Peter Taylor for "The Bridge on the River Kwai," Warren Low for "Gunfight at the O.K. Corral," Viola Lawrence and Jerome Thoms for "Pal Joey," Arthur P. Schmidt and Philip W. Anderson for "Sayonara" and Daniel Mandell for "Witness for the Prosecution."

Vic Damone will sing a nominated song, "An Affair to Remember."

DONALD DUCK: (the Walt Disney cartoon creation, is listed as fourth emcee) and will narrate a history of the movies.

(more)

JACK LEMMON: (fifth emcee). Eva Marie Saint will present the Music Scoring Award. Nominees are: Hugo Friedhofer for "An Affair to Remember" and "Boy on a Dolphin," Malcolm Arnold for "The Bridge on the River Kwai," Paul Smith for "Perri" and Johnny Green for "Raintree County."

Joan Collins will present the Cinematography Award. Nominees are: Milton Krasner for "An Affair to Remember," Jack Hildyard for "The Bridge on the River Kwai," William Mellor for "Peyton Place," Ray June for "Funny Face" and Ellsworth Frederick for "Sayonara."

Dana Wynter and Fred Astaire will present the Foreign Language Film Award. Nominees are: "The Devil Came at Night" (Germany); "Gates of Paris" (France); "Mother of India" (India), "The Nights of Cabiria" (Italy) and "Nine Lives" (Norway).

Debbie Reynolds will sing "Tammy," a nominated song.

BOB HOPE: (sixth emcee). Doris Day and Clark Gable will present the Writing Award. Nominees are: (for the best screenplay based on material from another medium) Pierre Boulle for "The Bridge on the River Kwai," John Lee Mahin and John Huston for "Heaven Knows, Mr. Allison," John Michael Hayes for "Peyton Place"; Paul Osborn for "Sayonara" and Reginald Rose for "12 Angry Men"; (For the best story and screeplay written directly for the screen) George Wells for "Designing Woman"; Leonard Gershe for "Funny Face"; story by Ralph Wheelwright; screenplay by R. Wright Campbell, Ivan Goff and Ben Roberts for "Man of (more)

5 - 'Oscar' Awards

a Thousand Faces"; Story by Barney Slater and Joel Kane and screenplay by Dudley Nichols for "The Tin Star," and Federico Fellini, Ennio Flaiano (screenplay) for "Vitelloni."

Sophia Loren will present the award for the Best Director. Nominees are David Lean for "The Bridge on the River Kwai," Mark Robson for "Peyton Place," Joshua Logan for "Sayonara," Sidney Lumet for "12 Angry Men" and Billy Wilder for "Witness for the Prosecution."

Johnny Mathis will sing a nominated song, "Wild Is the Wind."

Maurice Chevalier will present the Best Song Award.

Nominees are "An Affair to Remember" from the movie of the same name, composed by Harry Warren, Harold Adamson and Leo McCarey; "All the Way" from "The Joker Is Wild," by James Van Heusen and Sammy Cahn; "April Love" from the movie of the same name, by Sammy Fain and Paul Francis Webster; "Tammy" from "Tammy and the Bachelor," by Ray Evans and Jay Livingston, and "Wild Is the Wind" from the movie of the same name, by Dimitri Tiomkin and Ned Washington.

Cary Grant will present the Best Actor Award. Nominees are: Marlon Brando in "Sayonara," Anthony Franciosa in "A Hatful of Rain," Alec Guinness in "The Bridge on the River Kwai," Charles Laughton in "Witness for the Prosecution" and Anthony Quinn in "Wild Is the Wind."

John Wayne will present the Best Actress Award. Nominees are: Deborah Kerr in "Heaven Knows, Mr. Allison"; Anna Magnani in "Wild Is the Wind," Elizabeth Taylor in "Raintree County," Lana Turner in "Peyton Place" and Joanne Woodward in "The Three Faces of Eve."

(more)

6 - 'Oscar' Awards

Gary Cooper will present the Best Motion Picture Award.

Nominees are: "The Bridge on the River Kwai," "Peyton Place," "Sayonara," "12 Angry Men" and "Witness for the Prosecution."

Robert Ryan and Wendell Corey will present the Best Costume Design Award and will narrate a fashion show in which stars will model the actual gowns under consideration.

The models are: Taina Elg in The Orry Kelly design for "Les Girls," Rhonda Fleming in the Edith Head and Hubert de Givency design for "Funny Face," Dana Wynter in the Charles LeMaire design for "An Affair to Remember," Myrna Hansen in the Walter Plunkett design for "Raintree County" and Victoria Shaw in the Jean Louis design for "Pal Joey."

Bette Davis will present the Honorary Awards.

Kirk Douglas and Burt Lancaster will sing "It's Great Not to Be Nominated," written by Sammy Cahn and Jimmy Van Heusen.

-----O-----

NBC-New York, 3/21/58

EISENHOWER ADDRESS ON RECIPROCAL TRADE TO BE BROADCAST

President Eisenhower's address before the National Conference of Organizations on International Trade Thursday, March 27, will be broadcast live by NBC Radio from 9:30 to 10 p.m., EST, from the Sheraton-Park Hotel, Washington, D.C. The President's subject will be "Why the U.S. Needs Reciprocal Trade."

NBC-New York, 3/21/58

JACK BENNY, POLLY BERGEN AND GERTRUDE BERG JOIN
LIST OF STARS TO PRESENT 'EMMY' AWARDS

Jack Benny, Polly Bergen and Gertrude Berg have been added to the list of stars who will appear as "presenters" on NBC-TV's telecast of the 10th Annual EMMY AWARDS ceremonies, live from Los Angeles and New York Tuesday, April 15 (10 to 11:30 p.m., EST).

Miss Bergen and Miss Berg will present the Emmys to the winners in New York, while Benny will award the statuettes in Los Angeles. Previously announced as "presenters" are Arlene Francis, Gisele MacKenzie, Ida Lupino, George Gobel, Milton Berle, Red Buttons, Lucille Ball, Desi Arnaz, Ed Wynn, Art Carney, and Steve Allen.

* * *

DOWN MEMORY LANE

A theme of nostalgia, presenting a TV cavalcade of the years 1957 back through 1948, has been set by producer Bill Kayden for NBC-TV's telecast of the 10th Annual EMMY AWARDS ceremonies, live from Los Angeles and New York Tuesday, April 15 (10 to 11:30 p.m., EST).

Personalities who will participate in the year-by-year cavalcade: Gisele MacKenzie - '57, Ida Lupino - '56, George Gobel - '54, Ed Wynn - '49 and Milton Berle - '48. All of these stars -- who will be seen via film clips in this portion of the telecast -- also will appear live with many other top personalities to present the 1957

(more)

2 - 'Emmy' Awards

Emmys. William Bennington directs the West Coast segment, which will emanate from the Cocoanut Grove in Los Angeles, and Craig Allen the New York portion, originating from the Seventh Regiment Armory.

* * *

HARRY SOSNIK AND ORCHESTRA TO PLAY FOR EAST COAST
SEGMENT OF 'EMMY AWARDS' TELECAST

Harry Sosnik and his orchestra will provide the music for the East Coast segment of NBC-TV's telecast of the 10th Annual EMMY AWARDS ceremonies, live from Los Angeles and New York Tuesday, April 15 (10-11:30 p.m., EST).

Sosnik, a veteran arranger and composer for radio and recordings, was one of the first men to arrange live music for television. He was first associated with NBC-TV in 1956 as composer, conductor and arranger for the dramatic series, "Playwrights 56."

The orchestra of Freddy Martin will play for the West Coast portion of the telecast.

-----O-----

NBC-New York, 3/21/58



March 21, 1958

SHIRLEY TEMPLE'S DEPARTMENT STORE APPEARANCES
IN N. Y. AND PHILADELPHIA DRAW HUGE THRONGS

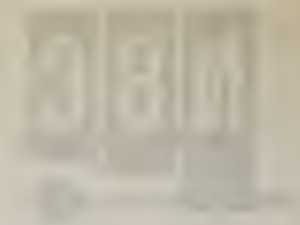
Neither the St. Patrick's Day Parade crowds which stalled traffic in New York (Monday, March 17), nor the worst snowfall which Philadelphia has had in years (Thursday, March 20) kept loyal Shirley Temple fans from lining up to get a glimpse of their idol. The star of NBC-TV's series SHIRLEY TEMPLE'S STORYBOOK proved in both Eastern cities that the famous Temple charm is still a terrific drawing card for mass audiences.

On St. Patrick's Day, the staff of R. H. Macy & Co. in New York prepared for "a couple of thousand" guests to accept their invitation to come to the toy department to meet Shirley Temple. An estimated 50,000 children, mothers and grandmothers turned the fifth floor of the department store into a mob scene. Macy executives said they hadn't seen a comparable crowd since women "trampled each other for nylons at the end of World War II."

Despite the surging crowd the new version of the Shirley Temple doll was successfully launched.

In Philadelphia on Thursday, Miss Temple found herself in the midst of the snowstorm. Surface transportation was paralyzed and although many workers were unable to reach their jobs 2,000 loyal fans

(more)



Page 1

THE UNITED STATES OF AMERICA
DO hereby certify that

the following is a true and correct copy of the original as the same appears in the records of the Department of the Interior, Bureau of Land Management, at Washington, D.C., this 1st day of January, 1900.

IN WITNESS WHEREOF, the Secretary of the Interior, at Washington, D.C., this 1st day of January, 1900.

By _____
Secretary of the Interior

2 - Shirley Temple

braved the blizzard (26 inches by noon) to see Shirley Temple at Wanamaker's Department Store. She was appearing to help introduce a new line of children's dresses at a fashion show -- each dress derived from the leading role she took in different Shirley Temple movies.

For both appearances, Miss Temple tactfully pleased both the "pro" and "anti" chemise factions in fashion by wearing a navy blue shantung chemise which was fitted in the front, but appropriately sack-like from a rear view. The dress was highlighted by a white organdy collar which set off her dark-brown hair and brown eyes.

-----O-----

NBC-New York, 3/21/58

JUDITH EVELYN AND OLIVE DEERING JOIN CAST OF 'SLEEPING BEAUTY'

Judith Evelyn and Olive Deering will perform in NBC-TV's telefilm, "The Sleeping Beauty," on SHIRLEY TEMPLE'S STORYBOOK. The classic fairy story, which Henry Jaffe Enterprises will produce in association with Screen Gems, Inc., will star Alexander Scourby, Nancy Marchand and Ann Helm. The telecast date is to be announced.

Judith Evelyn will portray the Black Fairy, the spirit who casts an evil spell on the household of the Princess Beauty. The actress, who recently completed a role in the motion picture, "Twilight for the Gods" has appeared in many major TV dramatic programs. Her best-known Broadway performance was in "Angel Street."

Olive Deering, who will play the Duchess Grimmerda, meddlesome cousin of the Queen, also has appeared in many TV programs, including "The Seven Lively Arts," "Perry Mason" and many others.

-----O-----

NBC-New York, 3/21/58

NBC TO TELECAST TALK BY ADLAI STEVENSON ON EDUCATION

Adlai E. Stevenson will speak on "Trends in Education" in an address to be telecast live by NBC Saturday, March 29, from 2 to 2:30 p.m., EST.

The former Governor of Illinois and twice candidate for the Presidency will address the United Parents Associations at the Waldorf-Astoria Hotel in New York. Mrs. Gladys Harburger, president of the United Parents Associations of New York City, will introduce him.

-----O-----

ROSEMARY CLOONEY HEADS NEPHROSIS FUND CAMPAIGN

Rosemary Clooney, singing star of the LUX SHOW on NBC-TV, has been appointed national campaign chairman of the National Nephrosis Foundation. The campaign will raise funds for research in 33 leading medical centers of the country.

-----O-----

NBC-New York, 3/21/58



TELEVISION NEWS

March 24, 1958

"LAND OF GREEN GINGER," NOEL LANGLEY FANTASY ABOUT SON OF ALADDIN, TO BE TELECAST ON "SHIRLEY TEMPLE'S STORYBOOK"; STARS INCLUDE KULDIP SINGH, SUE ENGLAND, JOEY FAYE AND JACK ALBERTSON

"The Land of Green Ginger," a fantasy concerning the adventures of the son of Aladdin, will be the Friday, April 18 presentation of SHIRLEY TEMPLE'S STORYBOOK (NBC-TV, 7:30-8:30 p.m., EST). The tale, originally titled "The Son of Aladdin" will star Kuldip Singh in the role of Abu Ali, Aladdin's son; Sue England as the Princess Silverbud of Samarkand and comedians Joey Faye and Jack Albertson in the roles of Tintac Ping Foo and Rubdub Ben Thud, Oriental princes.

The screenplay by Noel Langley is based on Langley's book "Tales of the Land of Green Ginger." It will be directed by Robert Sinclair, and like all the films in the Shirley Temple series, will be produced by Henry Jaffe Enterprises, Inc., in association with Screen Gems, Inc.

-----O-----



TELEVISION NEWS

March 24, 1958

HAS SHAPKA, JUST TRAVELED!

BOB HOPE HOME FROM MOSCOW

Bob Hope is back in Hollywood. He's editing the TV film he brought back from Moscow for telecast on NBC-TV's BOB HOPE SHOW Saturday, April 5 (9-10 p.m., EST).

During his six-day stay in the Soviet capital, Hope filmed portions of his TV show and also bought Russian film clips of various Soviet acts which he previewed in several screening sessions. The film he purchased and had taken totals more footage than he can use on his TV show. So he will -- in his own words -- "spend the next six days in the projection room" to edit and select the best for the April 5 NBC-TV telecast.

Hope had the cooperation of the Soviet Ministry of Culture which provided him with a complete camera crew for the filming of his monologue, background scenes in Red Square and other segments. The film includes performances by three Soviet movie stars; Popoff, the clown; Raikin and his false-face comedy act; acrobatic acts; Ukraine dancers; a Russian "Dinah Shore," whose "name is so long that I can't pronounce it much less spell it"; a violinist, "whose name I haven't yet caught up with"; the Red Army chorus and others.

(more)

In addition to the Russian film the "Bob Hope Show" will feature four American baseball personalities in a baseball skit with Hope. Appearing in the sketch (which was filmed in Hollywood before Hope went to Russia) are outfielders Duke Snider (of the Los Angeles Dodgers) and Willie Mays (of the San Fransisco Giants), Milwaukee Braves pitcher Lou Burdette and the Braves' manager, Fred Haney.

Hope, whose travels have taken him to Iceland, Greenland, Alaska, and other cold spots, said that he has never known such cold weather as he found in Moscow. During the filming of background scenes in Red Square in 20 below zero temperature Hope said, "I thought I lost my nose."

During a New York press conference Saturday, Hope stated that the Russians really promote their young talent. "I don't know who their Ted Mack is," he said, "but he sure does a great job." Asked if Russia had any cowboy pictures Hope quipped, "Sure, but they root for the Indians."

Hope insisted there was little difference between hotels in Moscow and here. "You tell room service what you want and they send up what they want," he quipped.

In addition to his TV activities in Moscow, Hope also arranged for a showing of his latest movie, "Paris Holiday," saw a fashion show in Gum's department store, entertained at a St. Patrick's celebration at the American Club, attended a performance of the famed Soviet Bolshoi Ballet, dined in Moscow's "swankiest" restaurants and went shopping for souvenirs. Listed among them are a fur hat called a "shapka," a Russian doll, chocolate bars and long cigarettes, which has "four times more filter than tobacco."

NEWSCASTERS TO NARRATE CAVALCADE OF TV HIGHLIGHTS
DURING TELECAST OF 'EMMY' CEREMONIES

Nine top newscasters will narrate a cavalcade of television highlights back through 1948 on NBC-TV's telecast of the 10th Annual EMMY AWARDS ceremonies, live from Los Angeles and New York Tuesday, April 15 (10-11:30 p.m., EST).

Chet Huntley, Douglas Edwards, Walter Cronkite, Robert Trout, Don Goddard and John Secondari already have been selected, with three others to be chosen. Each will narrate a film clip comprising television's top moments of each year from 1956 down through 1948.

MARY HORWITZ--A MICHIGAN MISS--NAMED WEST COAST 'MISS EMMY'

Mary Horwitz, a blue-eyed brunette from Iron River, Mich., has been chosen as the West Coast "Miss Emmy" for NBC-TV's telecast of the 10th Annual EMMY AWARDS ceremonies. The program will originate from Los Angeles and New York Tuesday, April 15 (10-11:30 p.m., EST).

Miss Horwitz and her East Coast counterpart, Adelle August, will bring the Emmy statuettes on stage and hand the award envelopes to the "presenters."

A resident of West Los Angeles, Miss Horwitz is 5'3" tall and weighs 112 pounds.

-----O-----

NBC-New York, 3/24/58



TRADE NEWS

March 25, 1958

MORE THAN \$4,000,000 GROSS BILLINGS IN NEW AND RENEWED ORDERS
PLACED WITH NBC-TV DAYTIME PROGRAMS SINCE MARCH 1

New and renewal business totaling more than \$4,000,000 in gross billings has been placed with NBC-TV's daytime programs by six advertisers since the beginning of March, it was announced today by Walter D. Scott, Vice President, Television Network Sales, for the National Broadcasting Company.

A 52-week order from the General Foods Corporation (calling for advertising campaigns in three programs) highlights the new sales, which also include orders from the Dow Chemical Company and a special campaign by S. C. Johnson and Son, Inc. The renewals include a 52-week order from the Lever Brothers Company and additional orders from the Church and Dwight Company, Inc., and Sterling Drug, Inc.

General Foods has ordered an alternate Wednesday quarter-hour segment of TIC TAC DOUGH (Monday through Friday, 12 noon-12:30 p.m., EST) starting immediately; an alternate Friday quarter-hour segment of TREASURE HUNT (Monday through Friday, 10:30-11 a.m., EST) starting April 4, and an alternate Wednesday quarter-hour segment of TRUTH OR CONSEQUENCES (Monday through Friday, 11:30 a.m.-12 noon, EST) starting April 9. All the schedules are for a 52-week period.

(more)

Dow Chemical has ordered an alternate Thursday quarter-hour segment of TREASURE HUNT and an alternate Thursday quarter-hour segment of THE PRICE IS RIGHT (Monday through Friday, 11-11:30 a.m., EST). Both campaigns start April 10 and run for a 13-week period. Dow also has ordered a quarter-hour segment in TRUTH OR CONSEQUENCES on June 19 and July 3.

S. C. Johnson and Son has ordered a special campaign calling for the sponsorship of a total of 10 Monday quarter-hour segments scheduled as follows: a quarter-hour segment on April 14 and May 12 in TREASURE HUNT, PRICE IS RIGHT, NBC MATINEE THEATER and MODERN ROMANCES; a quarter-hour segment on April 28 in TREASURE HUNT and MODERN ROMANCES.

Lever Brothers has renewed for 52 weeks its sponsorship of four alternate-week quarter-hour segments in THE PRICE IS RIGHT. The alternate Monday and alternate Thursday renewals are effective April 28 and May 1; the alternate Tuesday and alternate Friday renewals are effective May 6 and May 9.

Church and Dwight has renewed for 52 weeks its sponsorship of an alternate Monday quarter-hour segment of TIC TAC DOUGH effective April 21.

Sterling Drug has extended its sponsorship of four alternate-week quarter-hour segments of MODERN ROMANCES for six weeks. The alternate Monday and Friday renewals are effective July 28 and Aug. 1; the alternate Tuesday and Wednesday renewals are effective Aug. 5 and Aug. 6.

(more)

3 - NBC-TV Daytime Sales

Young and Rubicam, Inc., is the advertising agency for General Foods; MacManus, John and Adams, Inc., for Iow Chemical; Needham, Louis and Brorby, Inc., for S. C. Johnson and Son; Batten, Barton, Durstine and Osborn, Inc., for Lever Brothers; J. Walter Thompson Company for Church and Dwight, and Dancer-Fitzgerald-Sample, Inc., for Sterling Drug.

-----O-----

NBC-New York, 3/25/58



TRADE NEWS

March 25, 1958

WITH \$12,000,000 NET REVENUE ALREADY ON BOOKS,
1958 SHAPES UP AS A BANNER YEAR FOR NBC RADIO

With orders totaling more than \$12,000,000 in net revenue already on the books, 1958 shapes up as a banner year for NBC Radio, far surpassing 1957 which also was a year of outstanding financial improvement, William K. McDaniel, Vice President in charge of NBC Radio Network Sales, reported today.

Mr. McDaniel said the \$12,000,000 in firm orders represents nearly three times the amount of business on the books a year ago this date.

"Since Jan. 1, 1958, we have sold \$8,000,000 worth of network time," he said. "In the last 10 days alone, sales have amounted to \$1,300,000."

He noted that the increase in 1958 business assumes even greater importance in the light of the fact that 1957 was a good year for NBC Radio. Sales in 1957 were 41 per cent greater than the total for 1956, he pointed out.

As another indication of NBC Radio's healthy state, Mr. McDaniel said 80 per cent of this year's business is for more than 13 weeks, whereas 75 per cent of 1957 business was for less than 13 weeks.

(more)



1938-1939

1938-1939

1938-1939

1938-1939

1938-1939

1938-1939

1938-1939

2 - Radio Sales

The active sales period of the past 10 days, he said, included a substantial increase by Ex-Lax, Inc., in its overall schedule, and new orders from the Dunlop Tire and Rubber Corporation, Carter Products, Inc.; the Lewis-Howe Company, the GMC Truck Division of the General Motors Corporation, and the General Electric Company.

-----O-----

NBC-New York, 3/25/58

March 25, 1958

'TRUTH OR CONSEQUENCES' (GRANDDADDY OF STUNT SHOWS)

ANNOUNCES CONSEQUENCE INVOLVING \$1,000,000

Soaring weather balloons will carry the unpredictable stunts of NBC-TV's TRUTH OR CONSEQUENCES to new heights when Steve Dunne, emcee of the nighttime fun show, announces a consequence involving \$1,000,000.

Further details of the event will be revealed by Dunne on "T or C" Friday, March 28.

Although neither Dunne nor producer Ed Bailey would disclose their full plans for the surprise feature, they predicted it would be the "highest flying" stunt in the program's 18-year history.

Weather balloons, a consultant meteorologist and a dramatic countdown will play important roles in launching the stunt, they said. And from somewhere in the United States, nine persons may be given the opportunity to participate in one of the most fabulous surprises ever staged for a TV series.

"We don't plan to launch anything into orbit," Dunne stated, "but we may give the moon-watching stations around the country something to look for besides satellites."

"Truth or Consequences" -- often called "granddaddy of stunt shows" -- is telecast over NBC Monday through Friday from 11:30 a.m. to 12 noon, EST, and on Friday nights from 7:30 to 8 p.m., EST.

-----O-----



March 25, 1958

GROUCHO PASSES 400-MARK IN NUMBER
OF 'YOU BET YOUR LIFE SHOWS'

Now just past the 400 mark with his television and radio GROUCHO MARX - YOU BET YOUR LIFE, shows, the veteran quiz-quipster casts a quizzical glance backward in review of his ten and a half years on the air. The program is presented over NBC-TV Thursdays, 8-8:30 p.m., EST, and over NBC Radio Mondays, 8:05-8:30 p.m., EST.

The cigar-smoking, eyebrow-wagging Groucho first mounted his four-footed stool, which he still uses, Oct. 27, 1947 (for his radio series) and Oct. 5, 1950 (for TV). Since those dates he has worn out three bow ties, four jackets, six pairs of trousers, and three sets of tail feathers for the duck that flies down with the "secret-word" money.

The redoubtable quizmaster has quipped at -- and with -- more than 2,500 contestants from many parts of the world. Their total winnings add up to \$750,000. Van Harris, a nurse from Beverly Hills, Calif., was the largest individual jackpot winner with \$5,000. Two pairs of contestants, on two occasions, split \$6,000. The girls in both cases were the daughters of U.S. Army colonels, but it was coincidence only. They didn't know each other and their appearances were two years apart.

(more)

2 - Groucho Marx - 'You Bet Your Life'

The majority of the contestants have not been celebrities but more or less "next-door-neighbor" types with the courage to stand up to Groucho, take his witticisms on the chin and occasionally bounce back with a snapper of their own.

Well-known persons who have competed on the program include General Omar Bradley, Governor Robert E. Smylie of Idaho, comedienne Fifi D'Orsay and Liberace.

Several contestants have been aided by their showcasing on the program. These include singer-actor Kuldip Singh, former waiter Pedro Gonzalez who became a film actor, and Leonard Ross, eight years old at the time (who won nothing on that program but went on to win \$100,000 on the NBC "Big Surprise").

Groucho has made a manful effort to encourage romance among unmarried contestants but has met with dismal failure. The only guests who ever married, that he knows about, appeared on the show years apart so Groucho can't claim to have brought them together.

-----O-----

NBC-New York, 3/25/58

INSPIRED BY A WINNER

Capt. Michael O'Rourke, quiz champion on NBC-TV's Thursday night TIC TAC DOUGH colorcast, has inspired an Army recruiting poster. The poster, which the Army began circulating in the Fifth Army area of 14 states March 8, has a "Tic Tac Dough" scoreboard and the words: "Be a Winner. Get Choice Not Chance in the U.S. Army."

The 30-year-old captain will make his 17th appearance on "Tic Tac Dough" Thursday, March 27 (7:30 p.m., EST) and try to boost his \$140,300 winnings.

-----O-----

MORE TOP STARS ADDED TO 'EMMY AWARDS' TELECAST

Louis Nye, the "Gordon Hathaway" character on "The Steve Allen Show," and comedians Morey Amsterdam and Jerry Lester, and Frank Blair, news editor of "Today," are the latest additions to the roster of top TV personalities who will appear on NBC's telecast of the 10th Annual EMMY AWARDS ceremonies, live from Los Angeles and New York Tuesday, April 15 (10-11:30 p.m., EST).

Blair will be one of nine newscasters who will narrate a cavalcade of television highlights from 1956 back through 1948. Other newsmen selected thus far are Chet Huntley, Douglas Edwards, Walter Cronkite, Robert Trout, Don Goddard and John Secondari.

Nye, Amsterdam and Lester join the following stars who have already accepted invitations: Jack Benny, Polly Bergen, Gertrude Berg, Arlene Francis, Gisele MacKenzie, Ida Lupino, George Gobel, Milton Berle, Red Buttons, Lucille Ball, Desi Arnaz, Ed Wynn, Art Carney and Steve Allen.

-----O-----

NBC-New York, 3/25/58



NBC COLOR TELEVISION NEWS

BENNY GOODMAN AND 17 OF HIS FAMOUS ALUMNI TO HOLD
MUSICAL REUNION ON 'SWING INTO SPRING' SHOW

Reunion time is near for Benny Goodman and members of his bands of the 1930s, 1940s and 1950s. Seventeen musical alumni of the Goodman bands will be reunited on SWING INTO SPRING, the musical show to be colorcast on NBC-TV Wednesday, April 9 (9-10 p.m., EST).

Trumpeter Harry James, pianist Teddy Wilson and alto saxman Hymie Shertzer will resume their old seats for the show. The three men played in the original Goodman bands and small combos of the 1930s.

Vibrist Red Norvo, tenorman Zoot Sims, trumpeter Billy Butterfield and trombonists Lou McGarrity and Eddie Bert will represent the Goodman bands of the 1940s.

From the King of Swing's bands of the 1950s will come trumpeter Buck Clayton, pianist Hank Jones, trombonist Urbie Green, altoman Walter Levinsky, tenorman Al Klink, baritone saxman Sol Schlinger, guitarist Kenny Burrell and drummer Leroy Burns.

The latest of the Goodman units will be rounded out by trumpeters Bernie Glow and Doc Severinsen and bassist Russ Saunders.

-----O-----

NBC-New York, 3/25/58

CREDITS FOR 'FLAG STOP AT MALTA BEND' ON 'WIDE WIDE WORLD'

TIME: NBC-TV, Sunday, March 30,
4-5:30 p.m., EST.

FORMAT: The story of American railroading.

SPONSOR:
(for entire series) General Motors

AGENCY: MacManus, John & Adams, Inc.

EXECUTIVE PRODUCER: Barry Wood

PRODUCER: John Goetz

HOST: Dave Garroway

DIRECTOR: Van Fox

ASSOCIATE PRODUCER: Robert Carlisle

WRITER: William Welch

MUSIC COMPOSER AND
CONDUCTOR: David Broekman

EXECUTIVE STAFF: Arch Robb, Ed Faught, Ed Wilbur

TECHNICAL SUPERVISOR: Robert Smith

UNIT MANAGER: Bill Dannhauser

-----O-----

NBC-New York, 3/25/58

TIME: Sundays, 7:30-8 p.m., EST

PREMIERE DATE: Sunday, April 6, 1958

FORMAT: Each story deals with a sudden and dramatic crisis in an individual's life. The first two minutes of the telecast introduce the central character to the audience and present the problem. Suspense and tension mount as the protagonist grapples with a situation that, literally, has arisen with "No Warning!"

PRODUCER: Al Simon

ASSOCIATE PRODUCER: Herbert Browar

NARRATOR: Westbrook Van Voorhis

PREMIERE EPISODE: "Emergency"

STAR (ON PREMIERE): Elisha Cook as taxi-driver Charles Pulaski.

OTHERS IN THE CAST
(OF PREMIERE SHOW):

Fran Pulaski -- Peggy Webber

Interne -- Paul Harber

Radio announcer -- Jimmy Wallington

Waitress -- Louise Lewis

First nurse supervisor -- Virginia Gregg

(more)

OTHERS IN THE CAST
(OF PREMIERE SHOW): (CONT'D)

Nurse -- Kay Stewart
A doctor -- John Phillips
Dr. Langley -- Hugh Sanders
Police sergeant -- James Gavin
Baby sitter -- Olive Sturgess
Kenny Johnson -- Gary Hunley
Mr. Johnson -- Walter Reed
Mrs. Johnson -- Jean Howell
Second nurse supervisor -- Kay
English
Small boy -- Ralph Reed

DIRECTOR:

Fletcher Markle

WRITER:

Harold Swanton

STORY BY:

Charles B. Smith

SCRIPT SUPERVISOR:

William Burns

DIRECTOR OF PHOTOGRAPHY:

Arch R. Dalzell

SPONSORS:

Royal McBee Corporation; P.

Lorillard Co. for Old Gold
cigarettes.

ADVERTISING AGENCIES:

Young and Rubicam, Inc. for Royal
McBee; Lennen and Newell, Inc. for
P. Lorillard.

ORIGINATION:

Filmed at McCadden Productions,
Hollywood.

NBC PRESS CONTACTS:

Doug Duitsman, Hollywood; Bob
LeDonne, New York.

-----o-----



TRADE NEWS

March 26, 1958

DUTCH MASTERS CIGARS JOINS JOHNSON MOTORS AS CO-SPONSOR
OF NBC-TV'S "BOB HOPE SHOW" SATURDAY, APRIL 5

Dutch Masters Cigars will join Johnson Motors as co-sponsor of NBC-TV's BOB HOPE SHOW Saturday, April 5 (9-10 p.m., EST). The program will include films made last week during Hope's six-day visit to Moscow.

Announcement of the Dutch Masters purchase was made yesterday by Walter D. Scott, Vice President, Television Network Sales, for the National Broadcasting Company.

"The Bob Hope Show," the last of this season, will include films made during Hope's performance in Spasso House, residence of the American Ambassador to Russia, plus films of outstanding Soviet performers. The films -- made with the cooperation of the Soviet Ministry of Culture -- include performances by Soviet movie stars; Popoff, the clown; Raikin and his false-face comedy act; acrobatic acts; Ukraine dancers and the Red Army Chorus.

(more)

2 - 'Bob Hope Show'

Completing the program will be a baseball skit (filmed in Hollywood before Hope went to Russia) featuring outfielders Duke Snider (of the Los Angeles Dodgers) and Willie Mays (of the San Francisco Giants), Milwaukee Braves pitcher Lew Burdette and the Braves' manager, Fred Haney.

Erwin Wasey, Ruthrauff and Ryan, Inc., is the advertising agency for Dutch Masters Cigars. The J. Walter Thompson Company represents Johnson Motors.

-----O-----

NBC-New York, 3/26/58

March 26, 1958

Attention, Sports Editors

BRAVES-DODGERS EXHIBITION GAME IN TEXAS TO START
NBC'S 1958 "MAJOR LEAGUE BASEBALL" TELECASTS

The annual Spring cry, "Play Ball!", will be heard again on NBC-TV, Saturday, April 5 when the network launches its 1958 MAJOR LEAGUE BASEBALL series with the exhibition game between the Milwaukee Braves and Los Angeles Dodgers at Fort Worth, Texas.

Leo Durocher and Lindsey Nelson will report the play-by-play at LaGrave Field, starting at 2:30 p.m., EST. This game, as well as all the others in the 26-week TV schedule, will be seen on a coast-to-coast network, but will be blacked out on stations within 50 miles of a major league park.

The April 5 contest, first of two pre-season exhibition games on NBC-TV's baseball slate, matches the 1957 world champion Braves, who are favored to capture this year's National League pennant, with one of their chief challengers, the transplanted Dodgers.

Milwaukee stars include Hank Aaron, the league's Most Valuable Player and leader in homers and runs-batted-in last year; slugger Eddie Mathews and pitching aces Lew Burdette, hero of the World Series, and Warren Spahn. The Los Angeles lineup includes

(more)

2 - 'Major League Baseball'

veterans Gil Hodges, Duke Snider and Carl Furillo. Dodger hurlers Johnny Podres and Don Drysdale had the top earned-run averages in the loop.

Half of each of the 26 "Major League Baseball" games will be sponsored on a regional basis by three firms: the Theodore Hamm Brewing Company in the Midwest and Far West, the Jackson Brewing Company in parts of the South and Southwest, and the National Brewing Company in the Southeast. In the Southeast area only, Chuck Thompson and Bill Veeck will announce half of each game on the National Brewing Company's 23-station hookup, with the network commentary by Durocher and Nelson being heard during the remainder of the game.

Here is the schedule of other games NBC-TV will cover during April (All on Saturdays):

April 12 -- Detroit Tigers vs. Milwaukee Braves in
exhibition game at County Stadium,
Milwaukee, 2:30 p.m., EST.

April 19 -- Cleveland Indians vs. Detroit Tigers at
Briggs Stadium, Detroit, 1:30 p.m., EST.

April 26 -- Philadelphia Phillies vs. Milwaukee
Braves at County Stadium, Milwaukee,
2:30 p.m., EST.

-----O-----

NBC-New York, 3/26/58

LORETTA YOUNG, CLIFF NORTON AND JAMES GARNER
TO PARTICIPATE IN 'EMMY AWARDS' TELECAST

Loretta Young, Cliff Norton and James Garner have accepted invitations to join the star-filled lineup on NBC-TV's telecast of the 10th Annual EMMY AWARDS ceremonies, live from New York and Los Angeles, Tuesday, April 15 (10-11:30 p.m., EST).

Miss Young will present one of the 23 Emmy statuettes which will be awarded during the telecast. Other "presenters" previously selected are: Red Buttons, Lucille Ball, Desi Arnaz, Ed Wynn, Gisele MacKenzie, Milton Berle, Arlene Francis, Ida Lupino, George Gobel, Art Carney, Steve Allen, Gertrude Berg, Jack Benny and Polly Bergen.

Norton and Garner will appear as entertainers in one of the variety acts which will be interspersed with the presentations. Morey Amsterdam, Louis Nye and Jerry Lester also will perform.

-----O-----

NEW BOOK OF SHORT STORIES BY STEVE ALLEN DUE APRIL 17

A new book of short stories by Steve Allen, host of THE STEVE ALLEN SHOW (NBC-TV, Sundays, 8-9 p.m., EST, in color), will be published by Henry Holt and Co. Thursday, April 17. Its title is "The Girls on the 10th Floor."

Steve, who currently is working on three more books, is author of "Bop Fables," "Wry on the Rocks," "14 for Tonight" and "The Funnymen."

-----O-----

NBC-New York, 3/26/58



NBC COLOR TELEVISION NEWS

STEVERINO TAKES A WOW OF A BOW

PROCLAMATION

By the Governor

Executive Department
State of Kansas
Topeka, Kansas

TO THE PEOPLE OF KANSAS, GREETINGS:

WHEREAS, the breeding of the world's finest greyhounds has become another interesting and profitable industry for Kansas; and WHEREAS an outstanding representative of one segment of our sprawling American transportation industry has adopted this fine animal as its trademark; and WHEREAS, both the present Governor of Kansas and a noble representative of the greyhound breed, Steverino, originated in my home town, City Center, County of Clay, State of Kansas, U. S. A., NOW, THEREFORE, I, GEORGE DOCKING, GOVERNOR OF THE STATE OF KANSAS, do hereby salute with this proclamation

STEVERINO

AND wish him, his straight man, Steve Allen, and his sponsor continued high success in the essential business of entertaining the great American public.

DONE at the Capitol in Topeka
under the Great Seal of the
State this 17th day of March,
A.D., 1958

Signed by George Docking, the Governor and Paul R.

Shanahan, Secretary of State.

(Steverino is seen on the weekly comedy colorcasts of THE
STEVE ALLEN SHOW, NBC-TV, Sundays, 8-9 p.m., EST.)

-----O-----

NBC-New York, 3/26/58



TRADE NEWS

A SERVICE OF



3-X-H

March 27, 1958

STERLING DRUG TO SPONSOR ONE-HALF OF 'SUSPICION' SERIES ON 17 DATES; OTHER SPONSORS ALSO ANNOUNCED

Sterling Drug, Inc., will sponsor one-half of SUSPICION, NBC-TV's full-hour suspense-mystery drama series, on 17 dates starting Monday, April 14 and running through Sept. 15, it was announced today by Walter D. Scott, Vice President, Television Network Sales, for the National Broadcasting Company.

Mr. Scott also announced that the Procter and Gamble Company has ordered one-half sponsorship of three "Suspicion" programs, on April 28, May 5 and May 19, and the Bell and Howell Company has ordered one-half of the program on May 12.

The complete list of dates on which Sterling Drug will co-sponsor "Suspicion" (telecast Mondays from 10-11 p.m., EST) follow: April 14 and 21; May 5, 12 and 19; June 2, 9, 23 and 30; July 7, 14, 21 and 28; Aug 11 and 25; and Sept 1 and 15.

"Suspicion" features stories by famous authors adapted by leading television dramatists, who also write originals for the series. Among the many top stars who have appeared on the program since its debut last September are Paul Douglas and his wife Jan Sterling, in their first TV performance together; Audie Murphy, who made his dramatic television debut; Academy Award winner Donna Reed,

(more)

Joseph Cotton, David Wayne, Jessica Tandy, Ralph Bellamy, Burgess Meredith, Gladys Cooper and Dan Duryea. Alfred Hitchcock is one of the executive producers of the series, which consists of both live and filmed programs.

Dancer-Fitzgerald-Sample, Inc., is the advertising agency for Sterling Drug. Grey Advertising Agency, Inc., represents Procter and Gamble. McCann-Erickson, Inc., is the agency for Bell and Howell.

-----O-----

NBC-New York, 3/27/58



TRADE NEWS

March 27, 1958

STERLING DRUG RENEWS HALF-SPONSORSHIP OF "TRUE STORY"
AND "DETECTIVE'S DIARY" ON NBC-TV FOR ANOTHER YEAR

Sterling Drug, Inc., has renewed for another year its half-sponsorship of TRUE STORY and DETECTIVE'S DIARY, both on NBC-TV Saturday afternoon, it was announced today.

The renewal orders, which were placed through Dancer-Fitzgerald-Sample, Inc., are effective immediately. They call for Sterling Drug to continue sponsorship of the second quarter-hour of "True Story" (telecast from 12 noon-12:30 p.m., EST) and the first quarter-hour of "Detective's Diary" (telecast from 12:30-1 p.m., EST).

"True Story" is a dramatic series based on actual events in the lives of real people and features Kathi Norris as hostess-narrator. "Detective's Diary" is a suspense series, filmed in England, about the adventures of private eye Mark Saber and stars Donald Gray.

-----O-----

March 27, 1958

Attention, Sports Editors

ARMY-NAVY, NOTRE DAME-IOWA AND OTHER TOP COLLEGE GAMES LISTED
IN NBC'S 1958 SCHEDULE OF FOOTBALL TELECASTS

The 1958 schedule of collegiate football telecasts to be carried nationally by the NBC Television Network was announced yesterday by Rix N. Yard, chairman of the Television Committee of the National Collegiate Athletic Association, and Tom S. Gallery, NBC Sports Director.

NBC was awarded the 1958 rights at the meeting of the Television Committee last month. The network then submitted a proposed schedule of national telecasts, which the committee approved.

This Fall will be the fourth consecutive season and seventh time in eight years that NBC has carried the NCAA "Game of the Week" telecasts.

(more)

NOTE TO EDITORS:

This issue of the NBC Daily News Report includes cast, credits and "who's who" for the NBC OPERA COMPANY'S presentation of Mozart's opera "Cosi Fan Tutte" Sunday, April 6 (NBC-TV colorcast, 2-4 p.m., EST). For your convenience they are printed on yellow paper.

2 - Football

The 1958 TV schedule fits 11 games into nine dates -- eight Saturdays and Thanksgiving Day -- and includes games in all eight NCAA districts. On the opening and closing dates, two different contests will be carried on a split-network basis. Coast-to-coast telecasts will be presented on the other seven dates.

Two games between Big Ten Conference rivals will be selected after the season gets under way. Among the grid powers already scheduled are Auburn, the nation's top-ranked team in some post-season polls last year; Iowa, Navy, Texas A. & M. and Notre Dame -- all among the top 10 teams, and Army and Tennessee, also highly ranked.

The two games slated for split-network presentation on the opening date, Saturday, Sept. 20, are Missouri against Vanderbilt and Denver against Oklahoma State. On Saturday, Sept. 27 will be the Southeastern Conference clash between Auburn, the undefeated conference champion last year, and Tennessee, a perennial power in the South. On both September dates, the football games will follow baseball telecasts on NBC-TV.

A Pacific Coast Conference tussle, California versus Washington State, on Saturday, Oct. 4 will follow NBC-TV's telecast of the World Series. The two Big Ten battles come up on Saturday, Oct. 11 and Saturday, Nov. 1. Both games will be chosen as the conference race progresses.

Notre Dame meets Iowa in the Saturday, Nov. 22 attraction. The Thanksgiving Day serving on Thursday, Nov. 27 brings together two old Southwest Conference foes, Texas and Texas A. & M., for the 65th time. The 59th annual Army-Navy battle -- the nation's favorite football game -- will be televised Saturday, Nov. 29 from Philadelphia's Municipal Stadium.

(more)

3 - Football

The second split-network date concludes the TV schedule on Saturday, Dec. 6, with Miami facing Oregon and Boston College opposing Holy Cross.

The NCAA football plan for 1958 calls for regional telecasts on four Saturdays -- Oct. 18, Oct. 25, Nov. 8 and Nov. 15. Arrangements for telecasts on these dates will be made by the individual colleges and conferences in the various NCAA districts.

The schedule of national telecasts follows:

Saturday, Sept. 20 -- Missouri vs. Vanderbilt at Columbia,
(Split Network) Mo. and Denver vs. Oklahoma State at
Denver, Colo.

Saturday, Sept. 27 -- Auburn vs. Tennessee at Birmingham,
Ala.

Saturday, Oct. 4 -- California vs. Washington State at
Berkeley, Calif.

Saturday, Oct. 11 -- Big Ten game (to be selected).

Saturday, Nov. 1 -- Big Ten game (to be selected).

Saturday, Nov. 22 -- Iowa vs. Notre Dame at Iowa City,
Iowa.

Thursday, Nov. 27 -- Texas vs. Texas A. & M. at Austin,
Texas.

Saturday, Nov. 29 -- Army vs. Navy at Philadelphia, Pa.

Saturday, Dec. 6 -- Miami vs. Oregon at Miami, Fla. and
(Split Network) Boston College vs. Holy Cross at
Boston, Mass.

-----O-----

'CHARLES FARRELL SHOW' RETURNS TO 'COMEDY TIME'

THE CHARLES FARRELL SHOW, a filmed situation comedy series, returns to NBC-TV on COMEDY TIME Monday, March 31. Farrell's real-life experiences as operator of the famed Racquet Club in Palm Springs, Calif. form the basis of the stories. "Comedy Time" is telecast Monday through Friday (5-5:30 p.m., EST).

In addition to Farrell, the cast also will feature Charles Winninger, Richard Deacon and Kathryn Card.

The series was produced at Hal Roach Studios in Hollywood, with much of the background actually shot in and around Farrell's Racquet Club and the desert resort community of Palm Springs, of which he is a leading citizen.

The final episode of the current "Comedy Time" series, "I Married Joan," starring Joan Davis and Jim Backus, will be telecast Friday, March 28.

NBC-New York, 3/27/58



TELEVISION NEWS

March 27, 1958

TOP STARS OF PAST DECADE TO PARTICIPATE IN CAVALCADE REVIEW
OF PAST 10 TV YEARS AS INDUSTRY PRESENTS ITS 'EMMY AWARDS'

Starting with a parody singing number by Polly Bergen, Louis
Ney, Gisele MacKenzie and James Garner and culminating with Milton
Berle presenting the award for the best show of 1957, NBC-TV's tele-
cast of the 10th Annual EMMY AWARDS ceremonies will be a nostalgia-
packed 90 minutes of television's finest moments of the past decade,
(The "Emmy Awards" will be telecast live from New York and Los Angeles,
Tuesday, April 15, from 10 to 11:30 p.m., EST.)

After the opening number, in which 1957 television will be
parodied, Miss Bergen and Miss MacKenzie -- both of whom figured
prominently in that TV year -- will present Emmy statuettes.

The cavalcade of TV history will continue from 1956 back
through 1948 with the use of a novel technique. Nine top newscasters
-- Frank Blair, Chet Huntley, Alex Dreier, Douglas Edwards, Walter
Cronkite, Robert Trout, Don Goddard, John Secondari and Mel Allen --
will each narrate a film clip comprising the television highlights of
those years. The three networks are cooperating with the National
Academy of Television Arts and Sciences in amassing "TV's finest
moments" of the 1948-1956 years for inclusion in the cavalcade.

After the highlights of each year are seen on the 90-second
film clip, the emcees -- Phil Silvers in New York and Danny Thomas

(more)



THE [illegible]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

[illegible text]

2 - 'Emmy' Awards

in Los Angeles -- will introduce two "presenters," each of whom reached television stardom in the year being featured. These "presenters," in addition to Miss Bergen, Miss MacKenzie and Berle, include Arlene Francis, Ida Lupino, George Gobel, Red Buttons, Lucille Ball, Desi Arnaz, Ed Wynn, Art Carney, Steve Allen, Gertrude Berg, Jack Benny and Loretta Young.

In between two of the years in the cavalcade -- and opening the second half of the show -- will be a split-screen "those-were-the-good-old-days" parody sung by Morey Amsterdam and Jerry Lester in Los Angeles and Cliff Norton in New York.

When the cavalcade reaches 1948, Milton Berle will be introduced as TV's top personality of that year and will present the "best show of 1957" Emmy.

The "presenters" will give 21 awards, while three "if-merited" and one Trustee's Award will be given by a representative of the academy. Four technical awards -- for film editing, cinematography, live camera work and art direction -- will be presented before the telecast. The winners of these awards will appear "on-camera" during the show.

Sponsors of the "Emmy Awards" telecast are the Procter and Gamble Company and the Pontiac Division, General Motors Corporation.

-----O-----

NBC-New York, 3/27/58



March 27, 1958

'THE BRIDGE ON THE RIVER KWAI' WINS MOST 'OSCARS'
IN MOTION PICTURE ACADEMY AWARDS CEREMONIES;
PRESENTATIONS FEATURED ON NBC RADIO AND TV

"The Bridge on the River Kwai" with seven honors received the most "Oscars" in the 30th annual awards ceremony of the Academy of Motion Picture Arts and Sciences last night (Wednesday, March 26), carried over the combined television and radio networks of the National Broadcasting Company (NBC-TV, 10:30 p.m.-12:15 a.m., EST, and NBC Radio, 10:30 p.m.-midnight EST).

"Sayonara" was runner-up with four awards.

The Awards were as follows:

Best Picture -- "The Bridge on the River Kwai"; Best Actress -- Joanne Woodward in "The Three Faces of Eve"; Best Actor -- Alec Guinness in "The Bridge on the River Kwai"; Best Direction -- "The Bridge on the River Kwai," David Lean; Best Supporting Actress -- Miyoshi Umeki in "Sayonara"; Best Supporting Actor -- Red Buttons in "Sayonara"; Best Song -- "All the Way" from "The Joker Is Wild," composed by James Van Heusen and Sammy Cahn.

Distinctive Achievement in a Documentary Subject -- "Albert Schweitzer" Jerome Hill, producer; Best Achievement in Short Subject (live action) "The Wetback Hound," Walt Disney Productions;

(more)

1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 26

2 - Academy Awards

Cartoon -- "Birds Anonymous," Warner Bros; Best Achievement in Sound Recording -- "Sayonara," Warner Bros; Best Achievement in Special Effects -- "The Enemy Below" -- 20th Century-Fox; Best Achievement in Art Direction -- "Sayonara," Warner Bros.

Best Achievements in Film Editing -- "The Bridge on the River Kwai," Peter Taylor; Best Achievement in Music Scoring -- "The Bridge on the River Kwai," Malcomb Arnold; Best Achievement in cinematography -- "The Bridge on the River Kwai," Jack Hildyard; Best Foreign Language Picture -- "The Nights of Cabiria" (Italy).

Best Screenplay Based on Material from Another Medium -- "The Bridge on the River Kwai," Pierre Boulle; Best Story and Screenplay Written Directly for the Screen -- "Designing Woman," both story and screenplay by George Wells; Best Achievement in Costume Design -- "Les Girls," Orry Kelly.

Honorary Awards: Jean Hersholt Humanitarian Award to Samuel Goldwyn; Honorary Award to G.M. "Bronco Billy" Anderson; Honorary Award to Charles Brackett; Honorary Award to B.B. Kahane, and Honorary Award to Society of Motion Picture and Television Engineers.

Scientific or Technical Awards: Class I Award to Todd-AO Corporation and Westrex Corporation; Class I Award to the Motion Picture Research Council; Class II Award to the Societe d'Optique et de Mecanique de Haute Precision; Class II Award to Harlan L. Baumbach, Lorand Wargo, Howard M. Little and the Unicorn Engineering Corporation; and a Certificate of Honorable Mention to Charles E. Sutter, William B. Smith, Paramount Pictures Corporation, and General Cable Corporation.

-----O-----

NBC'S THAINE ENGLE HEADS GROUP FROM LEGION POST ON FIRST
"PEOPLE TO PEOPLE" PILGRIMAGE TO BRUSSELS FAIR

Thaine Engle, Manager of NBC Broadcast Promotion and Commander of the Advertising Men's Post #209, American Legion, New York, will head a group making the first "people-to-people" pilgrimage from New York to the Brussels World's Fair, April 11 to May 4.

Seventy-four Ad Post members and their wives making the Post-conducted trip will take part in the opening day ceremonies at the Fair. They will also participate in good-will missions in France, Belgium, England and Italy.

The tour was prompted by President Eisenhower's "people-to-people" concept that "if our American ideology is eventually to win out in the great struggle being waged between the opposing ways of life, it must have the active support of thousands of independent private groups and millions of individual Americans through person-to-person communication in foreign lands."

-----O-----

JAMES L. HOLTON IS NAMED PRODUCER OF 'LIFE AND THE WORLD'

In a realignment of staff duties on NBC Radio, James L. Holton has been named producer of "Life and the World." The new assignment is in addition to his present duties as news editor of "Nightline." Holton also will supervise the production of "Biographies in Sound."

Charles Speer has been appointed producer-writer of "Biographies in Sound." He will continue writing for "Life and the World."

-----O-----

NBC-New York, 3/27/58

CAST AND CREDITS FOR COLORCAST OF OPERA, 'COSI FAN TUTTE'

Following are cast, credits and who's who for the NBC OPERA COMPANY production of Mozart's opera, "Cosi Fan Tutte" ("Women Are Like That"), the final presentation of the ninth season, Sunday, April 6 (NBC-TV colorcast, 2-4 p.m., EST):

CAST

Fiordiligi.....Phyllis Curtin
Dorabella.....Frances Bible
Despina.....Helen George
Ferrando.....John Alexander
Guglielmo.....Mac Morgan
Don Alfonso.....James Pease

CONDUCTOR.....PETER HERMAN ADLER

* * *

CREDITS

Producer.....SAMUEL CHOTZINOFF
Music and Artistic Director.....PETER HERMAN ADLER
Director.....KIRK BROWNING
Sets and Costumes.....Ed Wittstein

(more)

2 - Cast and Credits for 'Cosi Fan Tutte'

Librettist.....Lorenzo da Ponte
English Translation.....Ruth and Thomas
Martin
Music Coordinator.....George Schick
Assistant Conductor.....Felix Popper
Audio Director.....David Sarser
Associate Director.....James E. Fox
Lighting.....Alan Posage
Makeup.....Dick Smith
Administrator.....Louis B. Ames
Unit Manager.....Earle Harris

-----O-----

NBC-New York, 3/27/58

Director.....
English Translation.....

Staff

Chief Coordinator.....
Technical Coordinator.....
Chief Director.....
Technical Director.....
Chief Engineer.....
Chief Engineer.....
Chief Engineer.....
Chief Engineer.....
Chief Engineer.....
Chief Engineer.....

New York, N.Y.



March 27, 1958

NBC NEWS SCORES WITH MORE 'FIRSTS' IN COVERAGE
OF EXPLORER III SATELLITE LAUNCHING

NBC News had "firsts" on radio and TV bulletins, films and satellite sound yesterday (Wednesday, March 26) when Explorer III was fired into orbit.

The list of "firsts" duplicated NBC's coverage of the other two American satellites and front-running handling of the entire missile and satellite story.

Only 15 seconds after the Jupiter-C missile left its firing pad at Cape Canaveral, NBC Radio carried the first bulletin to the American public; this was at 12:38:15 p.m., EST.

Forty-five seconds later, NBC-TV brought the first television bulletin. Both were clear beats over network opposition.

At 2 p.m., EST, first sounds from Explorer III -- picked up by RCA Communications, Riverhead, L.I. -- were broadcast on NBC Radio. At 4:45 p.m., EST, an NBC News special over TV showed first films of the Explorer III launching to the American public. The films were originated from Station WFGA-TV, Jacksonville, Fla., with correspondent Herb Kaplow narrating.

(more)

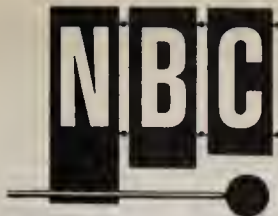
2 - Satellite

Earlier, Kaplow had presented an eyewitness account of the blast-off from Cape Canaveral, broadcast at 12:42:35 p.m., EST.

NBC News correspondent Peter Hackes scored another beat by reporting word of the orbit direct from the National Science Academy, Washington, as the announcement was being made. This was carried over NBC Radio at 3 p.m., EST.

-----O-----

NBC-New York, 3/27/58



TRADE NEWS

March 28, 1958

NBC SWEEPS duPONT RADIO AND TV AWARDS

News Commentator Clifton Utley and Station Affiliates

KRON-TV and KARD-TV HONORED

The National Broadcasting Company has swept the Alfred I. duPont Radio and Television Awards for 1957, with honors going to Clifton Utley, NBC News commentator, and to stations KRON-TV, San Francisco, and KARD-TV, Wichita, both NBC affiliates.

The awards, 16th in an annual series, were presented at the awards banquet of the Alfred I. duPont Awards Foundation at the Mayflower Hotel in Washington tonight (March 23). Dr. Francis P. Gaines, chairman of the awards committee and president of Washington and Lee University, which administers the awards, presented engraved plaques and checks of \$1,000 to the winners.

Mrs. Utley accepted the award for her husband, who is recovering from a flu attack. Harold P. See, general manager of KRON-TV, and George M. Brown, president of KARD-TV, accepted for their stations.

Utley, who is heard regularly on the NBC-owned stations in Chicago, WNBQ (TV) and WMAQ, was cited for his "authoritative, intelligent, responsible and literate reporting and analysis of public affairs in both radio and television."

(more)

"Refusing to oversimplify the complex, or to overinflate the trivial and ephemeral, he epitomizes the best in American news broadcasting and telecasting," Dr. Gaines said. Utley was commended also for his insistence on distinguishing "between fact and inference."

Station KRON-TV was praised "for its devotion to significant purpose in the use of television as a medium for the enlargement and enrichment of public experience." Dr. Gaines listed three series of programs on KRON-TV which drew the commendation of the awards committee. They were "Explorers of Tomorrow," which sought to stimulate pre-high school interest in scientific and technical careers; "Mirrors On Us," a study of foreign public opinion in relation to American attitudes; and "California Crisis: Water," an investigation of California's most pressing current problem.

"Station KRON-TV conspicuously demonstrated a healthy and continuing concern for the deeper and more permanent interests of the public," Dr. Gaines declared.

Wichita's KARD-TV was praised for the "scope and consistently high purpose of its extensive public service programming." Dr. Gaines singled out a series of 59 programs aimed at educating the Wichita area in the purpose and function of its free institutions.

Dr. Gaines said the programs "serve a vital purpose in helping citizens to identify themselves with their community and integrate themselves with its life."

-----O-----

NBC SCHEDULES PRO BASKETBALL 'GAME OF THE WEEK' TELECASTS
ON SUNDAY AFTERNOONS DURING 1958-59 SEASON

FOR RELEASE 5 P.M., EST, SATURDAY, MARCH 29

NBC-TV's professional basketball "Game of the Week" telecasts will be presented on Sunday afternoons during the 1958-59 season, it was announced today by Tom S. Gallery, NBC Sports Director, and Maurice Podoloff, president of the National Basketball Association

The TV schedule will start Sunday, Nov. 9 and continue through March. Telecast time will be announced.

The 1958-59 season will mark the fifth straight year that NBC-TV has presented the pro basketball "Game of the Week" telecasts. In all four previous years, the basketball games were presented on Saturday afternoons.

-----O-----

NBC-New York, 3/28/58



NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE

April 6-12 (All Times EST)

Sunday, April 6

2-4 p.m. -- NBC OPERA COMPANY -- Mozart's comedy opera "Cosi Fan Tutte" ("Women Are Like That") in the English version by Ruth and Thomas Martin, with Phyllis Curtin, Frances Bible, Helen George, James Pease, John Alexander and Mac Morgan.

7-7:30 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW -- With Jane Powell, Senor Wences, Alan Dale and Orson Welles.

9-10 p.m. -- DINAH SHORE'S CHEVY SHOW -- With the McGuire Sisters, Jan Clayton and Ray Bolger.

Monday, April 7

3-4 p.m. -- NBC MATINEE THEATER -- "The Lost Survivors."

7:30-8 p.m. -- THE PRICE IS RIGHT.

Tuesday, April 8

3-4 p.m. -- NBC MATINEE THEATER -- "Death Takes a Holiday."

8-9 p.m. -- GOBEL-FISHER -- Guests are Rosemary Clooney and Tom D'Andrea.

Wednesday, April 9

3-4 p.m. -- NBC MATINEE THEATER -- "The Man of the House."

(more)

2 - NBC Color Telecast Schedule

Wednesday, April 9 (CONT'D)

9-10 p.m. -- SWING INTO SPRING -- Special one-hour musical starring Benny Goodman and his band. Dave Garroway will be emcee. Stars to appear include Ella Fitzgerald, Jo Stafford, Red Norvo, Teddy Wilson, Harry James, Ralph Burns, Bambi Linn and Rod Alexander, and the McGuire Sisters.

Thursday, April 10

3-4 p.m. -- NBC MATINEE THEATER -- "A Case of Fear."

7:30-8 p.m. -- TIC TAC DOUGH.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- Robert Horton is guest.

Friday, April 11

3-4 p.m. -- NBC MATINEE THEATER -- "Walk the Sky."

Saturday, April 12

8-9 p.m. -- THE PERRY COMO SHOW -- With Bob Hope, Carol Channing, Johnny Puleo and his Harmonica Gang.

10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

-----O-----

NBC-New York, 3/28/58

BALLOONS CALLED POSSIBLE AIRCRAFT HAZARD, SO PLANS ARE
DROPPED FOR NOVEL 'TRUTH OR CONSEQUENCES' STUNT

Plans for a TRUTH OR CONSEQUENCES stunt "involving weather balloons and \$1,000,000" were dropped when authorities suggested the balloons would create a hazard to aircraft.

The balloons were scheduled to be released by Steve Dunne, emcee of the weekly nighttime program on NBC, during an upcoming show. Each of the balloons was to have carried instructions telling the finder how to participate in the unusual consequence.

Upon recommendation that the balloons not be released, however, and because of additional production difficulties, producer Ed Bailey agreed to cancel the original plans.

"Truth or Consequences" is telecast Monday through Friday over NBC from 11:30 a.m. to 12 noon, EST, and on Friday nights at 7:30-8 p.m., EST.

CREDITS FOR 'MAJOR LEAGUE BASEBALL' SERIES ON NBC-TV

DAY AND TIME: Saturdays starting April 5 and continuing through Sept. 27; starting times vary, depending on location of game. (NOTE: Games will not be carried within 50 miles of a major league park or in certain other areas restricted by major league team agreements.)

PROGRAM COVERAGE: Telecasts of 24 regular-season major league games and two pre-season exhibition contests. The TV schedule includes home games of the Milwaukee Braves and Pittsburgh Pirates in the National League, and the Baltimore Orioles, Boston Red Sox and Detroit Tigers in the American League.

COMMENTATORS: Leo Durocher and Lindsey Nelson.

PRODUCER: Perry Smith

DIRECTOR: Harry Coyle

SPONSORS: One-half sponsorship on regional basis by Theodore Hamm Brewing Company (in Midwest and Far West), Jackson Brewing Company (in parts of the South and Southwest) and National Brewing Company (in the Southeast).

AGENCIES: Campbell-Mithun, Inc. for Hamm Brewing, Fitzgerald Advertising Company for Jackson Brewing, W.B. Doner and Company for National Brewing).

NBC PRESS REPRESENTATIVE: Bob Goldwater, New York.

-----O-----

NBC-New York, 3/28/58

TRIBUTE TO 'NBC MATINEE THEATER'

"NBC Matinee Theater," its executive producer Albert McCleery and its six art directors have been voted special commendations by the executive board of the Society of Motion Picture Art Directors to mark the 600th telecast of the series on Thursday, March 27. The art directors named are James Buckley, Robert Corrigan, Lawrence Klein, Harold Michaelson, Curt Nations and Bill Ritman.

-----O-----

RADIO STATION KRIG IN ODESSA, TEXAS, BECOMES NBC AFFILIATE

Radio Station KRIG in Odessa, Texas, has signed a full affiliation agreement with the National Broadcasting Company, effective April 1, Harry Bannister, Vice President in charge of NBC Station Relations, announced today.

"We are pleased at the opportunity to bring the full NBC program service to the fast growing Midland-Odessa area in the oil-rich Permian Basin of West Texas, where NBC never has had adequate coverage," he said. "KRIG is a progressive, community-minded station, with a fine record for public service. We feel sure the affiliation will prove mutually beneficial, providing increased service for the audience and advertisers of the NBC Radio Network."

KRIG, owned by Radio Odessa, Inc., operates on 1410 kilocycles with 1,000 watts power. Carl S. Goodwin is President of the company and General Manager of the station.

-----O-----

'OSCAR' WINNERS SAMMY CAHN AND JIMMY VAN HEUSEN WILL WRITE
'LOVE AND MARRIAGE' PARODY FOR 'EMMY AWARDS' TELECAST

Sammy Cahn and Jimmy Van Heusen, who just won an Oscar for their song, "All the Way," will write a parody of another of their songs, "Love and Marriage," as the opening number on NBC-TV's telecast of the 10th Annual EMMY AWARDS ceremonies, live from New York and Los Angeles, Tuesday, April 15 (10-11:30 p.m., EST). Polly Bergen, Louis Nye, Gisele MacKenzie and James Garner will sing the parody.

Opening the second half of the show will be a parody of "Dearie," with a "these-were-the-good-old-days" theme, by a top parody writer, Jerry Seelen. This will be sung by Morey Amsterdam, Jerry Lester and Cliff Norton.

NBC-New York, 3/28/58



TRADE NEWS

March 31, 1958

THREE PROMOTIONS ANNOUNCED IN NBC TELEVISION NETWORK SALES

Three promotions in NBC Television Network Sales have been announced by Walter D. Scott, Vice President, Television Network Sales, for the National Broadcasting Company. They are:

Stephen A. Flynn appointed Director, Sales Services, reporting to Mr. Scott.

Joseph J. Iaricci named Manager, Contract Services, reporting to Mr. Flynn.

Angus Robinson appointed Manager, Television Network Sales, Central Division. Mr. Robinson will report to Edward R. Hitz, Vice President, Television Network Sales, Central Division.

* * *

Mr. Flynn joined NBC in September, 1947, as promotion assistant in co-op sales. A year later he was made junior station relations contact representative and was appointed station relations contact representative in April 1949. In February, 1953, he was promoted to Manager, Sales Service, Networks, and was appointed Manager, TV Sales Traffic Operations, in December, 1954.

Mr. Flynn is a graduate of Dartmouth College (A.B., 1947) and lives with his wife and son in Wilton, Conn.

* * *
(more)



IN SENATE

January 1, 1901

REPORT OF THE COMMISSIONERS OF THE LAND OFFICE
IN RESPONSE TO A RESOLUTION PASSED BY THE SENATE
JANUARY 1, 1901

ALBANY: PUBLISHED BY THE STATE OF NEW YORK
1901

1901

THE COMMISSIONERS OF THE LAND OFFICE
HONORABLE SENATOR J. B. ALLEN
ALBANY, N. Y.

2 - Promotions

Mr. Iaricci first came to NBC in February, 1943, at the age of 16, but left in April, 1944, to serve in the U.S. Navy. He returned to the network in July, 1946, while attending Columbia University at night, and in February, 1950, became a statistician in the television network sales department. He was named supervisor of traffic, TV network sales, in May, 1951, and sales service contact representative the following January. In May, 1953, he was appointed Manager, TV Sales Traffic Operations and in July, 1955, became Manager of Sales Service. Since October, 1956, he has been Manager of Sales Order Services.

Mr. Iaricci, his wife and son live in Hempstead, Long Island, N.Y.

* * *

Mr. Robinson has been a network television salesman in NBC's Central Division since he joined the company in August, 1953. Previously he was a partner in Walter O'Keefe Enterprises, a program packaging firm in Hollywood, which he joined in 1951. Before that he had been a sales executive with Hearst Publications and Parents Magazine, both of Chicago. From 1940 to 1942 he was in the merchandising division of This Week magazine in Minneapolis. During World War II he served with the U.S. Marines.

Mr. Robinson was born in Montclair, N.J., on July 8, 1919, and attended Notre Dame University. He lives with his wife and four children in Barrington, Ill.

-----o-----

NBC-New York, 3/31/58

"OMNIBUS" TO PRESENT TV PREMIERE OF "THE LADY'S NOT FOR BURNING"

- - -

Mary Ure and Christopher Plummer to Play Leading Roles

In Christopher Fry's Romantic Comedy

"The Lady's Not for Burning," the romantic comedy by Christopher Fry, will be presented in its first television performance on OMNIBUS Sunday, April 6 (NBC-TV, 4-5:30 p.m., EST).

Mary Ure, currently starring on Broadway in "Look Back in Anger," appears as Jenet Jourdemayne, who is accused of being a witch and is threatened with burning at the stake.

(more)

CAST AND CREDITS FOR 'SWING INTO SPRING'

This mailing includes cast and credits for SWING INTO SPRING, the special colorcast starring Benny Goodman and an all-star swing cast, on NBC-TV Wednesday, April 9 (9 to 10 p.m., EST). For your convenience and ready identification, the information is listed on yellow-tinted paper.

Christopher Plummer, the Canadian-born actor who made his American TV debut in the "Omnibus" presentation of "Oedipus Rex," will portray Thomas Mendip, the man who begs to be hanged.

"The Lady's Not for Burning" will be adapted for television by Walter Kerr, drama consultant to "Omnibus." The 90-minute version of Fry's witty verse play will be presented in three acts.

The play is set in the 15th Century, "either more or less exactly," and the action takes place in the mayor's house in the little market town of Cool Clary, England. It tells the story of a man so affected by the absence of spiritual values that he willingly seeks death, and of a young woman who is dominated by an affinity for material things and a strong instinct for survival.

Finally the love that grows between these two causes Thomas Mendip to alter his attitude towards life. He says to Jenet:

"And I shall be loathe to forego one day of you
Even for the sake of my ultimate friendly death."

The cast will include Bryarly Lee as Alizon, Ann Shoemaker as Margaret, John McGiver as Tappercoom, Bob Geiringer as Old Skipps, Stephen Joyce as the clerk, Gerald Hiken as Nicholas, Edwin Sherin as Humphrey, Geoffrey Lumb as the mayor, and Noel Leslie as the chaplain.

"The Lady's Not for Burning" will be directed by Stuart Vaughan, who was artistic director for the Central Park Shakespeare Festival last Summer. "Omnibus" is produced by Robert Saudek Associates and sponsored by Aluminium Limited and the Union Carbide Corporation.

"The Lady's Not for Burning" was first produced in London in March, 1948, and had its New York premiere on Nov. 8, 1950.

-----o-----

NBC-New York, 3/31/58

PREMIERE

Attention, Sports Editors

'POST-FIGHT BEAT' IS NEW FRIDAY NIGHT TV SPORTS FEATURE

POST-FIGHT BEAT, a new sports program with Bud Palmer as emcee, will be telecast on NBC-TV immediately following the Friday night boxing telecasts, starting Friday, April 4 (approximately 10:45 p.m., EST). Bristol-Myers Company will sponsor the show.

"Post-Fight Beat" will originate each week in the same arena as the preceding "Gillette Cavalcade of Sports" bout, and will feature interviews with the fighters themselves and other boxing personalities. Films of outstanding fights will be shown occasionally.

The April 4 show will originate in the Philadelphia Arena following the middleweight clash between Ralph "Tiger" Jones and Kid Gavilan.

"Post-Fight Beat" will be produced and written by Barney Nagler, with Craig Allen as director. Doherty, Clifford, Steers and Shenfield, Inc., is the agency for Bristol-Myers.

("Comment," previously seen following the boxing telecasts, is moving to a new time period -- Sundays at 2:30 p.m., EST.)

-----O-----

NBC-New York, 3/31/58

CAST AND CREDITS FOR 'SWING INTO SPRING' COLORCAST
ON NBC-TV WEDNESDAY, APRIL 9 (9 to 10 P.M., EST)

TITLE: SWING INTO SPRING

DESCRIPTION: A musical show starring Benny Goodman; program will re-create popular music of the swing era.

CAST: Benny Goodman
Ella Fitzgerald
Dave Garroway
Harry James
McGuire Sisters
Jo Stafford
Ray Eberle
Bambi Linn and Rod Alexander
Red Norvo
Teddy Wilson

ORIGINATION: Live from NBC-TV's color studios,
Brooklyn, N.Y.

PRODUCER: Charles Dubin

ASSOCIATE PRODUCER: Bob Bach

ASSISTANT DIRECTOR: Marcia Kuyper

UNIT MANAGER: Tom Madigan

PROGRAM ASSISTANT: Jane Wetherall

MUSICAL DIRECTOR: Ralph Burns

VOCAL DIRECTOR: Buster Davis

(more)

2 - Cast and Credits for 'Swing into Spring'

MUSIC CONSULTANT:	Douglas Wood
DESIGNER:	Jan Scott
CHOREOGRAPHER:	Rod Alexander
WRITER:	Sarett Rudley
COSTUMES:	Jean Vaughan
MAKEUP:	Dick Smith
TECHNICAL DIRECTOR:	Jack Coffee
LIGHTING DIRECTOR:	Robert Davis
AUDIO:	Fred Christie
SOUND EFFECTS (NBC):	Brink Meyer
STAGE MANAGER (NBC):	George Lawrence
SPONSOR:	The Texas Company
AGENCY FOR SPONSOR:	Cunningham and Walsh, Inc.
PRE-EMPTS THIS DATE ONLY:	"Kraft Television Theatre"

-----O-----

NBC-New York, 3/31/58

:974734000 000

: 554 DE 2

Journal of Management Studies, 1987, 20(6), 631-641

: 2011.06.01

9.510774 009

• 1997

ACKNOWLEDGMENTS

RECEIVED 5/11/51

: 01:50

: (9811) 0201740 01400

DATE RECEIVED (YR):

14-00000 2000 5100 5111-10

"Order of the Knights of the Cross"

1. *Phragmites australis* (Cav.) Trin. ex Steud.



NBC COLOR TELEVISION NEWS

March 31, 1958

DOES COLORCAST SCRIPT CALL FOR GLOBE-TROTTING SEQUENCES?

DOES DIRECTOR WANT TO MAKE THINGS TALLER--OR SMALLER?

NBC'S CHROMA KEY PROCESS FILLS THE BILL EVERY TIME

A "live" television script may call for an actress to be seen, in quick succession, waving good-bye from a passenger liner leaving New York, dodging traffic in Piccadilly Circus, lunching at a Parisian sidewalk cafe, watching the Trevi Fountain in Rome, sight-seeing in Tokyo and, finally, arriving at Los Angeles International Airport.

An impossible order? Not today. Thanks to a new development in live color television called the Chroma Key process, TV's "locale" scope is now world-wide. Any movie or still depicting any spot on the globe is now at the almost instant disposal of TV writers and directors. Also, many effects heretofore a dream and hope of a director are now tangible working effects and within the financial budget of a production.

Since its introduction a few months ago, the Chroma Key process has been used on most of NBC's major color programs (originating in both New York and Hollywood) including THE DINAH SHORE CHEVY SHOW, THE Gobel-Fisher Shows, NBC Matinee Theater, Your Hit Parade, The Perry Como Show and The Steve Allen Show.

(more)

THE JOURNAL

OF THE
ROYAL SOCIETY OF LONDON
AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

AND THE
LONDON SOCIETY OF MEDICINE

2 - Chroma Key

NBC's Chroma Key process, or color key electronic inset, which makes all this possible is a small box of electronic equipment about six inches wide, six inches high and just over a foot long.

Its development is the result of the combined efforts of Frank Gaskins, NBC Technical Operations Supervisor, Milt Altman, NBC Supervisor of Graphic Arts and the NBC engineering department.

The Chroma Key process involves the insertion of subjects (for instance, actors in a play) into a previously chosen setting (such as location films or still photographs). To create this effect, two cameras are needed.

The first camera is focused on the background scene needed for the production. This can be in full color with no restrictions as to the colors used, provided they conform to standard color television contrast range requirements.

The second camera is the Chroma Key camera. It is focused on a special blue background in front of which the live action takes place. The Chroma Key system is intentionally "color-blind" to this blue background or any other blue object in its view. Consequently, care must be taken that the performers do not wear costumes with blue in them as these portions would be eliminated in the final picture. Set dressings and props, in order to be seen in the final picture, also must be void of blue.

However, the camera's colorblindness to anything blue is advantageously used to generate a keying impulse from all blue areas it sees.

(more)

3 - Chroma Key

The Chroma Key unit couples the two cameras. From the background camera only the impulses creating the areas corresponding to the exact areas that are blue in front of the Chroma Key camera are passed through the Chroma Key unit.

This picture, of course, is incomplete because portions of it have been taken out electronically and show up as "holes" in the background picture. The image from the Chroma Key camera fills in these "holes" and the final picture shows the composite effect.

Unlike superimposition, this composite doesn't have the familiar ghost or bleeding look. It creates a great sense of realism and when properly used it is difficult to detect that the background is not actually a part of the original scene.

A variety of backgrounds can be used for this Chroma Key process: photographs, handpainted illustrations, three dimensional objects like small statuettes, miniature settings, puppets and an almost endless choice of other materials. These can be still or in motion.

Motion picture films or slides also can be used -- and without the projectors or large screens needed for rear projection -- since the present film chain facilities are employed.

If necessary, or desired, a live remote camera distantly located from the Chroma Key camera in the studio may also be used for the background shots.

Furthermore, the size of the background photo or object does not matter. In the process of combining the shots from the two cameras into a single picture, sizes can be adjusted so that a man six feet tall can be shown against a background provided by a postcard size illustration.

(more)

4 - Chroma Key

With the Chroma Key unit many unusual effects are possible, such as making performers disappear, either completely or partially, as in the NBC MATINEE THEATER production "The Invisible Man" -- or to make people change in size as Alice did in "Alice In Wonderland." The process also gives added flexibility to the presentation of live color commercials. An endless variety of special effects that previously could be obtained only with expensive film techniques are now easily produced. Commercials utilizing this new development have already been presented on many NBC shows.

-----O-----

NBC-New York, 3/31/58

EDITORS NOTE:

TITLE CHANGE FOR JANE WYMAN SERIES

"The Jane Wyman Show" has been renamed THE JANE WYMAN THEATER (NBC-TV, Thursdays, 10:30 p.m., EST).

Miss Wyman appears as hostess and occasional star of the mystery adventure series which features top name personalities in starring roles.

TWO LORETTA YOUNG TV COMEDIES TO GET STAGE PRODUCTION IN TEXAS

Richard Morris who writes and directs many of the telefilms for THE LORETTA YOUNG SHOW, (NBC-TV, Sundays, 10 p.m., EST) will go to Tyler, Tex., the week of April 14 to see two of his comedies produced by the Tyler Civic Theatre.

They are "Demon and Mrs. Devon" and "The Girl Who Always Knew What Time It Was," both of which were presented on "The Loretta Young Show" this season.

Morris was stationed near Tyler for two years with Army Special Services during World War II and produced a number of camp shows there.

-----O-----

NBC-New York, 3/31/58

